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PUBLISHER'S BINDING

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 79. NO. 1 NEW YORK, U. S. A., TUESDAY, JANUARY 3, 1956 TEN CENTS

ses Screen Gems

ol. Releases
04 Feature
ilms for TV

itles Are Undisclosed;
ll Rights Are Retained

The release of a group of 104 Co-
mbia Pictures feature films for tele-
sion showing was announced here
the company.
The announcement, which came on
e heels of the sale of 750 RKO
adio Pictures feature films to TV,
ated that Columbia Pictures "has
thorized its wholly-owned television
bsidiary, Screen Gems, to release
e group. . . ."
The titles of the pictures in the
roup for showing in the TV medium
ere not disclosed.
Authorization to Screen Gems, the
mpany statement continued, "does
t constitute a sale; we will maintain

(*Continued on page* 6)

hurch Breakfast
et for Jan. 29 Here

Catholics of the film industry in
ew York will hold their sixth
nnual corporate Communion and
reakfast Sunday on Jan. 29. Mass
ill be celebrated at St. Patrick's
athedral at 9 A.M. and breakfast
the Grand Ballroom of the Waldorf
storia Hotel will follow.
The sponsoring committee repre-
enting all major production, distribu-
ion and exhibition companies in the
ew York area is now planning the
rogram and the names of the prin-

(*Continued on page* 9)

ey City Previews
or 'Anything Goes'

Exhibitors, film buyers, press rep-
esentatives, columnists and radio-
V commentators from all parts of
he U. S. will gather at theatres in
2 exchange cities on Friday, Jan.
3, for simultaneous invitational pre-
views of "Anything Goes," starring
Bing Crosby, Donald O'Connor,
eanmaire and Mitzi Gaynor.
Loew's 72nd Street Theatre has

(*Continued on page* 2)

CinemaScope 55 to Be Demonstrated In 59 Major Cities

A world-wide program introducing 20th Century-Fox's new CinemaScope 55 will commence with a series of exhibitor and press demonstrations of the process in 59 major cities of the United States starting on Jan. 23, it was announced over the weekend.

The enhanced CinemaScope system, to be introduced with the filmization of Rodgers & Hammerstein's musical, "Carousel," will be demonstrated between Jan. 23 and Feb. 21 to some 200,000 opinion makers at special morning showings in leading theatres in each of the 59 cities.

Invited with exhibitors and representatives of the general and film industry press to one-hour showings of scenes from Rodgers & Hammerstein's "Carousel" and "The King and I" will be TV and radio executives, editors of technical magazines and

(*Continued on page* 6)

Winikus to Move To Europe for UA

Francis Winikus, executive assistant to Max Youngstein, vice-president of United Artists, will move to Paris on a permanent assignment in the Spring. Winikus and Youngstein will go to Europe for a six-week survey trip on Jan. 10. Shortly after his return to New York, Winikus is slated to move to Europe.

Under the setup, Winikus will be

(*Continued on page* 6)

To Hear Distributors Later

Exhibitor Complaints Before SSBC Feb.2

Subcommittee Has Not Pre-Judged Any Of Issues, Senator Humphrey Contends

By J. A. OTTEN

WASHINGTON, Jan. 2.—A Senate Small Business Subcommittee headed by Sen. Hubert H. Humphrey (D., Minn.) announced it would start hearing exhibitor complaints against distributor trade practices on Feb. 2. It made it clear that spokesmen for the distributors and Federal government officials would testify at later hearings.

Sen. John Sparkman (D., Ala.), chairman of the full Senate Small Business Committee, said the hearings would try to develop the extent to which the film industry recommendations made by another Small Business Subcommittee some three years ago have been carried out. Humphrey said he hoped the hearings would be able to resolve some of the problems between exhibitors and distributors, and emphasized that the subcommittee has not pre-judged any of the issues.

The hearings, originally and unofficially scheduled for Jan. 25, grow out of complaints by Allied States Association officials against the distributors. Allied persuaded the Small Business Committee to provide a forum

(*Continued on page* 9)

Arthur Greenblatt to Head A.A.'s Drive

Arthur Greenblatt, Allied Artists home office sales executive, has been appointed captain of AA's March of Progress Drive, Morey R. Goldstein, the company's vice-president and general sales manager, announced at the weekend. The sales drive period embraces the period of 17 weeks extending from Jan. 28 to May 24.

Arthur Greenblatt

In his capacity as captain, Green-

(*Continued on page* 2)

Television Today

IN THIS ISSUE **PAGE 14**

- ▶ Top executives of four of the television industry's major corporations have a word or two to say about the year now stretching so long before us.
- ▶ Television Today's Hollywood man has a talk with Rod Serling of the fabulous film contract. Several blocks away, Robert Welch discusses NBC-TV's forthcoming New Comedy Hour.
- ▶ Names Making News in Television Today.

RKO to Advertise Show-Time Start

RKO Theatres tomorrow will begin to include in all New York City advertising the starting time of every performance in its metropolitan circuit houses. In addition, on weekday nights, show schedules will be arranged in order to start the final performance at approximately 9:30 P.M., in order to let patrons out of the theatre not much later than 11:30 P.M. On weekends, the customary late shows will be continued.

The changes, according to Harry Mandel, RKO Theatres advertising-publicity director, are designed to meet frequently heard complaints of difficulty encountered in determining the starting time of shows and of the late hour at which some performances end on weekday nights.

The new policy starts with the

(*Continued on page* 9)

B. G.
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PERSONAL MENTION

WALTER LOWENDAHL, executive vice-president of Transfilm and president of the New York Film Producers Association, left here over the weekend for Amsterdam, Holland.

•

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, became a grandfather again. His daughter, **Mrs. Marvin Persky**, on Friday gave birth to a son, **Morton Daniel**, at University Hospital, Philadelphia.

•

Thomas Gerrety, Universal Pictures assistant insurance manager, will be installed as Master of Winyah Lodge No. 866, F. & A. M. at the Pelham, N. Y., Masonic Temple this evening.

•

Melvin Heyman, of M-G-M's publicity department, has announced the engagement of his daughter, **Myrna Jean**, to **Robert Leonard Greenhall** of East Orange, N. J.

•

Jack H. Levin, president of Certified Reports, is in Atlanta from New York.

•

George E. Landers, Hartford division manager for E. M. Loew Theatres, has returned there from Boston.

•

Edwin Knopf, M-G-M producer, and his wife, will arrive here today from the Coast.

Rites for Kreier

Funeral services for the late Robert A. Kreier, who was managing director of 20th Century-Fox interests in Germany, will take place at St. Mary's Church, Greenwich, Conn., next Saturday morning, at 11 o'clock. The body will be in repose at the Frank Reilly Funeral parlors, Greenwich, Thursday and Friday.

Vidoscope Price

Walter Futter, president of Vidoscope, advises, that due to an unfortunate error, the new price of Vidoscope 35mm anamorphic lenses was incorrectly printed in recent advertising. The correct price to theatres is $395 per pair.

$1.40 for 'Guys'

HARTFORD, Jan. 2.–The 1,200-seat Parsons, playing Connecticut premiere of "Guys and Dolls," Samuel Goldwyn release via MGM, is charging $1.40 as top admission.

Previews

(Continued from page 1)

been selected for the "Anything Goes" special preview in New York City, to which trade press reviewers, New York film critics, magazine and syndicated writers as well as circuit executives and independent theatre operators have been invited. Paramount has contracted to take over the entire theatre, as well as a selected theatre in each of the other branch cities, for the special preview showings.

Balaban to Attend

The New York showing on Jan. 13 also will be attended by many leading figures of the entertainment world, as well as a large group of home office executives headed by Barney Balaban, company president.

Paramount division and branch managers will be hosts to the theatremen from their respective marketing areas at the special screenings in the other exchange cities. The screenings will signal the commencement of the maximum penetration promotional campaign on "Anything Goes" that Paramount has set up for national and local levels. The picture was produced in VistaVision and Technicolor.

The following theatres have been selected for the exhibitor-press special previews:

Des Moines, Des Moines; Denham, Denver; Criterion, Oklahoma City; Fox, St. Louis; Capital, Salt Lake City; Orpheum, Omaha; Saenger, New Orleans; Imperial, Charlotte; Florida, Jacksonville; Strand, Memphis.

At Wiltern in Los Angeles

Also, Palace, Dallas; Oak Park, Kansas City; Garden Hills, Atlanta; Wiltern, Los Angeles; Paramount, Portland; Fifth Avenue, Seattle; Paramount, San Francisco.

Also, Strand, Albany; Metropolitan, Boston; Paramount, Buffalo; Paramount, New Haven; Tower, Philadelphia; Loew's Palace, Washington; Loew's Penn, Pittsburgh; Stillman, Cleveland; Albee, Cincinnati; Michigan, Detroit; Indiana, Indianapolis; Town, Milwaukee, and Radio City, Minneapolis.

. . . NEWS ROUNDUP

'Conqueror' to Bow in Tokyo

Japan's Takarazuka Theatre, known to former GIs as the Ernie Pyle Theatre, will hold the Tokyo premiere of Howard Hughes' "The Conqueror" on Jan. 29, it has been disclosed by Walter Branson, RKO Radio vice-president in charge of distribution. The premiere will benefit the Cancer Institute and will be sponsored by one of the country's leading daily newspapers, "Mainichi Shimbun."

■

Alabama Receipts Off 18.1%

The University of Alabama Bureau of Business Research reports that theatre receipts in the State of Alabama were down 18.1 per cent in September as compared to August. The report on sales tax collections, also shows that theatre boxoffice receipts were off 14.9 per cent as compared with September, 1954.

■

SIMPP Okays WGA Pact

The revised motion picture contract signed by the major studios and Writers Guild of America, West, last September, has now been accepted by the Society of Independent Motion Picture Producers, retroactive to Nov. 7, 1955. Negotiations are still under way with the Independent Motion Picture Producers Asociation and will be followed by a presentation to all companies not now connected with one or other of these organizations.

■

MITO to Convene Jan. 10

A. J. Williams, Union, Mo., president of the Missouri-Illinois Theatre Owners has called the first meeting of the new officers and directors for Tuesday, Jan. 10.

AA's Drive

(Continued from page 1)

blatt will visit each of AA's 31 domestic exchanges, starting early next week, for on-the-spot discussions with branch personnel implementing March of Progress plans outlined by Goldstein.

Participating in the prizes will be division managers L. E. Goldhammer, Eastern; Nat Nathanson, Mid-West; James A. Prichard, Southern, and Harold Wirthwein, Western, as well as all AA branch personnel.

The March of Progress will be spearheaded by the national release in mid-January of "At Gunpoint!" CinemaScope and Technicolor production starring Fred MacMurray, Dorothy Malone and Walter Brennan, and which will be launched with a key city tour by MacMurray and June Haver, his wife, starting in Chicago on Jan. 9. In addition to "At Gunpoint!" the drive will be highlighted by "Invasion of the Body Snatchers," "Crime in the Streets," "The First Texan," "The Come On," "World Without End," "Thunderstorm," "The Four Seasons," "Mother-Sir!" "Screaming Eagles" and "Shack Out on 101."

NEW YORK THEATRES
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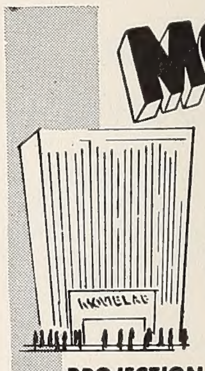
"KISMET"
in CinemaScope and Color starring
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMONE
AN M-G-M PICTURE
and The Music Hall's Great Christmas Show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Chicago 'Tribune' Hits All-Time Record For Amusement Ads in Holiday Issues

From THE DAILY Bureau

CHICAGO, Jan. 2.–Amusement advertising hit an all time high in the 1955 holiday editions of the Chicago "Tribune" which carried more than 11,000 lines, the largest volume of amusement advertising to appear in a single issue, the newspaper's promotional department announced.

The heavy linage, according to the "Tribune," "seems to show that people just don't stay home the way they use to over the Christmas holidays. More and more families seek entertainment outside their own homes."

The record volume included a full color page announcing the opening of the Hollywood Ice Review, a full page ad for M-G-M's "I'll Cry Tomorrow" at the United Artists Theatre and copy for night clubs, concerts, ballet and other amusements.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

Olga Gramaglia, technical director the Museum of Modern Art Film ibrary, is resigning as of Jan. 6 and ill be succeeded by **Charles Cole,** rmerly technical coordinator of raphic Films. Miss Gramaglia, in ivate life **Mrs. S. H. Canale,** is regning because she is expecting a aby. She has been with the Museum nce 1943.

◻

Edward Peters has been named anager of the St. Louis office of onfection Cabinet Corp. with which has been associated since 1935. e started in the industry as an usher nd doorman at the Lindell Theatre St. Louis in 1929.

◻

Charles E. Myers will build the rst drive-in theatre in Pompano each, Fla., a permit having been sued to him last week.

◻

Betty Wendt has been reelected usiness agent for the Film Exchange mployes Union, Local F-1, in St. ouis. Other officers elected were **rank Wagner,** Columbia, vice-presient; **Leona Klages,** financial secreary; **Mollie Corry,** National Screen ervice, recording secretary, and **orman Magna,** Harrt Kahan Film ervice, guardian and guide. Presient **Louis Lavata** of Allied Artists ill be the delegate to the St. Louis entral Trades and Labor Union.

◻

A. H. Weiler, film critic for the ew York "Times" and chairman of e New York Film Critics, was a pecial guest on WCBS-TV's "Eye n New York" during last Sunday's rogram titled "The Year in Motion ictures."

Matthew Fox Sued For Contract Breach

Matthew Fox and four companies hich he controls were named deendants in a $550,000 breach of conract suit filed in New York Supreme ourt on Friday. The plaintiffs were oseph Harris, Seymour Weintraub nd James B. Harris. The defendant ompanies were Reynard Internaional Corp., Western Television orp., Motion Picture for Television, nc., and MPTV Syndication Corp.

The plaintiffs charged that as xecutives of Reynard International they had a contract for salaries f $50,000 a year each plus percentges over a period of 10 years. In 953, it was claimed, Fox took over he contracts and agreed to pay off he plaintiffs at salaries ranging from 300 to $375 a week.

The suit claimed that the salaries vere forthcoming for a while and hen stopped.

Most of Them Stayed Open

Theatres in Northern Cal. Survive Floods and Storm

Special to THE DAILY

SAN FRANCISCO, Jan. 2.—Despite a deluge of rain and rampaging flood waters, most of Northern California theatres remained open for the holidays. The storm caused only negligible damage. Theatre executives reported that the biggest problem was getting in touch with managers of the circuit houses.

With the exception of the Crest in Reno, Nev., the 44 owned by Fox West Coast of the Northern California division had been able to change their bills.

Two Forced to Close

Two T&D theatres closer to the rampaging Truckee river had been forced to close. Fox West Coast theatres in Burlingame and San Mateo closed for a day or two in order that roofs might be repaired. Booker Pete Vigna said that flood stricken houses in Visalia, Salinas and Watsonville continued operations.

George M. Mann, operator of the 30-theatre Redwood chain, for several days lost contact with his three houses in Eureka, three in Klamath Falls, Ore., and theatres at Ukiah and Arcata. He said that all his theatres are now okay and operating. Mann solved the problem of shipping films to his three Eureka houses by flying them in with phone equipment and disaster relief officials.

Drive-in Flooded

Nate Blumenfeld reports that his Napa drive-in is flooded and out of operation. Blumenfeld drive-ins at Sacramento and San Rafael were damaged but are now back in operation. The firm's hardtops were not damaged.

San Francisco theatres were affected and there was a drop in grosses. Small leaks were reported at the Orpheum, Vogue and Rio.

Neighborhod houses in San Francisco took the brunt of the storm but came through with little business lost.

Holidays Perk up Omaha Theatres; 'Dolls' Very Strong

OMAHA, Jan. 2.—Box-office business, in a tremendous slump here the first three weeks of December, perked up considerably during the holiday week as good weather and three strong entries brought out SRO throngs.

"Guys and Dolls" mounted strongly at Ralph Goldberg's flagship, the State, and was heading for a record-smashing $20,000 for the 860-seat house, with prices $1.25 and $1.50.

'Mitchell,' "A & M' Strong

"Artists and Models" had a strong $16,000 at the 2,890-seat Orpheum and "Court-Martial of Billy Mitchell" was a brisk $10,000 at the 1,000-seat Brandeis. Only fairish figure was the $6,500 at the 2,000-seat Omaha for "A Lawless Street."

Seven Rated Class B As Legion Reviews 19

Seven films have been placed in the Class B section of the latest listing of the National Legion of Decency.

The other 12 pictures reviewed are given a Class A rating.

In Class B are: "The Edge of Fury," "Flame of the Island," "The Houston Story," "The Indian Fighter," "The Man with the Golden Arm," "Three Bad Sisters" and "The Conqueror."

Six films have been placed in Class A, Section 2. They are: "Diane," "I'll Cry Tomorrow," "The Last Frontier," "The Rains of Ranchipur," "The Spoilers" and "Ransom."

The remaining six pictures, all in Class A, Section 1, are: "The Benny Goodman Story," "The Court-Martial of Billy Mitchell," "Ghost Town," "The Twinkle in God's Eye," "Fury at Gunsight Pass" and "Never Say Goodbye."

Ralph Like, 65

LOS ANGELES, Jan. 2.—Funeral services were held at Forest Lawn Cemetery for Ralph Like, 65, former producer and founder of the Charles Ray studios, which are now owned by Allied Artists, who died here last week. Like is survived by his widow.

Nat'l Telefilm Adds 'Intermezzo' to List

National Telefilm Associates, Inc., added 11 films to its David O. Selznick package through the purchase of "Intermezzo," starring Ingrid Bergman and Leslie Howard, it was announced by Oliver A. Unger, NTA executive vice president, and Frank I. Davis, Jr., president of the Selznick Company.

Other films comprising the David O. Selznick group recently purchased by NTA are "The Farmer's Daughter," "Notorious," "Since You Went Away," "Portrait of Jennie," "The Paradine Case," "I'll Be Seeing You," "The Spiral Staircase," "Garden of Allah" and "A Bill of Divorcement."

Grainger to Return To Own Production

HOLLYWOOD, Jan. 2.—Edmund Grainger plans to put the first of his own Edmund Grainger Productions for 1956 into production immediately upon the completion of "Every Mother Should Be Married," which he'll make for RKO with Eddie Fisher and Debbie Reynolds as co-stars. The producer has four properties in the initial stages of preparation.

More Progress

Aboaf Predicts Big Overseas Year for 'U'

By **LESTER DINOFF**

A continuation of substantial progress in the foreign market was forecast here at the weekend by Americo Aboaf, vice-president and general sales manager for Universal - International Films, Inc., who reported that his company "would have another happy new year" primarily due to its diversified product "which satisfies the greatest number of motion picture exhibitors in countries abroad."

Americo Aboaf

Recently returned from a six-week tour of Europe, Aboaf stated that Universal-International would share in the expansion and progress in that market because of its varied line-up of product, its utilization of top foreign talents and faces in films, and by putting as much money as possible on the screen.

Feels Progress Assured

"I have come back from Europe with a clear feeling that we will continue to make substantial progress," Aboaf said.

On the whole, the U-I executive stated, American motion pictures are very much in demand in the foreign market. "We are sharing in the rapid progress of expansion in Europe and now we must put more attention on the development of the Far East and South American markets," Aboaf said.

Aboaf said that the biggest and most rapid growth could be found in Germany, where theatre construction is "booming." He said that in general, European construction of new theatres is always going on. He said that in Italy the construction of theatres has more than doubled during the past few years.

Predicts Standardization

Aboaf also stated that many big theatres have installed stereophonic sound equipment and that a standardization in motion picture sound will soon take place as technological developments, such as dual magnetic-optical prints devised by the industry's research organizations, are further advanced.

In discussing the Motion Picture Export Association's attempt to formulate a global license plan, Aboaf said that it is his hope that something could be worked out within the industry and not have an outside party step in and set the import quotas, as happened in Japan.

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IEST
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TION!
North
SKIRTS

SHLIN • Screenplay by ALBERT BEICH and FRANK TASHLIN Story by ALBERT BEICH

Columbia

(*Continued from page* 1)

our title to the pictures and to all residual rights."

"It does, however, take cognizance of the changing character of our business and the need for all companies to remain fluid and flexible," the statement went on. "As a matter of good business judgment, our management has decided that it wants to study at first hand the potential of the television market as it relates to feature pictures which have already been reissued theatrically and are now dormant in a so-called 'backlog.'

Sees Expansion Accelerated

"This move will also provide us with additional working capital for expanded theatrical production program in which we are now engaged and which will be further accelerated in the immediate future," the statement concluded.

Columbia or Screen Gems officials could not be reached at the weekend for further elaboration. According to unconfirmed reports, however, most, if not all, the pictures involved in the group were made prior to August, 1948, the cut-off date of various guilds in determining fees for pictures sold to TV.

Say Major Studios Seek TV Co. Backlog

HOLLYWOOD, Jan. 2.–Negotiations for the sale of Four Star Productions TV film library for a reported $2,000,000 has been confirmed by co-owner Dick Powell. The unidentified bidders are said to be two major theatrical film studios, television networks and television film distributing companies.

Commenting on the projected deal, acting company president William A. Cruikshank said it was a question of whether the stockholders will profit most from an assured price now, or from stringing out returns through sales on a syndicated basis over the future years.

Winickus to Europe

(*Continued from page* 1)

active in all phases of publicity, possibly concentrating on personalities. It is understood that Ben Halpern, recently appointed to a top publicity-advertising-exploitation post for UA in Europe, will devote most of his time to exploitation for the foreign department.

Rep. Shorts in '55 Hit Peak in Chicago

CHICAGO, Jan. 2.–Republic here reports a new all-time high record in 1955 for short subject bookings and collections. Bob Lewis, branch manager, attributes the peak business to improved Trucolor processing and such short subject releases as "Venezuela."

REVIEWS:

Ransom!

Metro-Goldwyn-Mayer

A TENSE AND DRAMATIC story which deals with the kidnapping of a millionaire's only child and the trials and tribulations which confront the parents, friends and family in the ensuing period is the theme of "Ransom!", which offers Glenn Ford and Donna Reed as the top marquee names. This powerful drama, which should keep audiences in suspense throughout, stacks up as a sure-fire box-office winner.

Ford, who comes through with a most able performance, which, in this reviewer's opinion, is more forceful than his characterizations in "The Blackboard Jungle" and "Trial," portrays a hard-headed businessman whose only son is kidnapped and held for $500,000 ransom. Accustomed to taking calculated risks, Ford applies his business acumen in dealing with the kidnappers, overriding the objections of his wife, Miss Reed, who, in her warm and humane portrayal, desires to have her son returned as soon as possible and without harm.

Much credit for keeping the suspense at a continuous high peak throughout the black-and-white picture should go to Alex Segal, whose able and deft directorial effort is highly commendable. It is his first Hollywood chore. Segal is a well-known television creator who was signed by M-G-M to work with producer Nicholas Nayfack on this former television drama, which was titled "Fearful Decision." The screenplay for "Ransom!" is by Cyril Hume and Richard Maibaum.

Industrialist Ford, who has many enemies in the business world who would steal his shirt, but not his child, returns early from work one day to find out that his eight-year-old son, Bobby Clark, has been taken from private school by a nurse, presumably at the family doctor's orders. After checking, he reaches the inevitable dreaded conclusion that the boy has been kidnapped. In short time, despite precautions by police chief Robert Keith, the story is out, and panic sets in. A hard-bitten newspaper reporter finds out about the kidnapping, but agrees to play ball with Ford and the police in keeping quiet for a while.

Ford, after much thought and many arguments, following the "contact" call, goes on television and coldly announces his fearful decision–not to pay the half-million dollar ransom but to put the money up as the reward for the capture of the kidnappers, dead or alive, if his son is not returned. In an electrifying climax, in which public opinion and his wife assail him for his stand–to Ford, a calculated risk–the family is happily reunited.

Others capably supporting the principals are Leslie Nielsen, the reporter; Ainslie Pryor, Richard Gaines and Juano Hernandez.

Running time, 104 minutes. General classification. For January release.

LESTER DINOFF

Diabolique

United Motion Picture Organization

EXHIBITORS WHO ORDINARILY do not play foreign product would be wise to have this picture screened for them and to weigh its possibilities for their patronage. "Diabolique" is extraordinarily successful in depicting both mystery and horror as French producer-director H. C. Clouzot commences his assault on the audience's nerves with a gruesome murder, but that shouldn't be too much of a barrier to enjoyment, however, for some whose idea of a good time is in being scared half to death.

Also fascinating are the characters in this story, which was written by Clouzot in collaboration with G. Geronimi, whose machinations snatch attention from the start. The acting, like the production, is on a high level of realism with Simone Signoret particularly effective as the more cold-blooded of the murderesses. Vera Clouzot provides a strong contrast as her weak and unwilling accomplice, and Paul Meurisse is odious as their victim.

The headmaster of a private boys' school in a French village is despised for his tyrannical ways by everyone–but by no one so much as his wife and his mistress, both of whom are teachers in the school and fast friends. Fed up with his many abuses, the two women decide to murder him, which they do forthwith. But then the corpse mysteriously disappears, and the rest of the film is concerned with their efforts to track it down. The solution lies in a surprising gimmick that is worthy of Agatha Christie, and the build-up to it seldom lets up the suspense.

Running time, 107 minutes. Adult classification. Release in November.

CinemaScope

(*Continued from page* 1)

newspapers, educational figures, civic, social and women's club leaders and stockholders of the film company.

A team of 20th Century-Fox executives, headed by W. C. Gehring, executive assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, will host the programs.

Supplementing explanations of CinemaScope 55, and its applications to theatres of all sizes and types, to be given by the executives at all programs will be a narration in the reel by Darryl F. Zanuck, 20th Century-Fox production head.

January demonstrations have been scheduled as follows: Roxy, New York (9:15 a.m.); Village, Los Angeles; Uptown, Chicago (23); Memorial, Boston; Fox, San Francisco Indiana, Indianapolis (24); Fox Philadelphia; Fox, Portland; Albee Cincinnati (25); Palace, Washington 5th Avenue, Seattle; Fox, Detroi (26); Carolina, Charlotte; Fox, Spokane; and Palace, Cleveland (27) Fox, Atlanta; Fox, Missoula; and Fulton, Pittsburgh (30); and Florida Jacksonville; Villa, Salt Lake City Center, Buffalo (31).

February demonstrations as follows: Carib, Miami; Center, Denver Imperial, Toronto (1); Saenger, New Orleans; Orpheum, Omaha; and Palace, Rochester (2); Malco, Memphis Des Moines, Des Moines; Paramount Syracuse (3); Metropolitan, Houston Radio City, Minneapolis; Palace, Albany (6); Palace, Dallas; Wisconsin Milwaukee; Poli, New Haven (7) Criterion, Oklahoma City; Paramount Wilkes Barre (8); Orpheum, Kansa City; Tennessee, Knoxville; State Harrisburg (9); St. Louis, St. Louis Tivoli, Chattanooga; New, Baltimor (10).

Wind-up on Feb. 21

Also Lincoln, Springfield, Ill. Capitol, Little Rock; Byrd, Richmon (13); Paramount, Ft. Wayne; Don Shreveport; Grandin, Roanoke (14) Majestic, Grand Rapids; Alabama Birmingham; Kearse, Charleston, W Va. (15); Palace, Columbus (16) Miller, Wichita; Ben Ali, Lexingto (17); Rialto, Louisville (18); Sunshine, Albuquerque (19); and th Fox, Phoenix (21).

'Goodman Story' to N. Y. Capitol Theatr

Universal's "The Benny Goodma Story," which will have its worl premiere at the Chicago Theatre i Chicago on Feb. 2, has been booke into the Capitol Theatre in Ne York to follow "Guys and Dolls" an is scheduled to open early in February.

Sports Note in Premier

Leading sports writers from th eastern seaboard will attend the premiere of David Butler's "Glory" o Jan. 11 at the Kentucky Theatre, Lexington, it has been disclosed by Wa ter Branson, RKO Radio vice-pres dent in charge of distribution.

what picture

is Motion Picture Daily

MOTION PICTURE DAILY

Para. Policies Challenged by Allied's Myers

Files Protest Of Loew Bid For Drive-in

$65,000,000 Gross Seen for UA in '56

MPA Upholds PCA On 'Golden Arm'

AUDIENCE AWARDS WINNERS

Aim at RKO Product Flow

Revise RKO Sales Setup

Memphis to Review Censorship System

talking
about
when
it says:

"A film to
be remembered!
It requires no
oracle to predict that it
will provide a financial feast
at box-office
situations of all sizes
across the nation!"

"**picnic**" is the picture that

Motion Picture Daily predicts:

"...will provide a

financial feast at

box-office

situations of

all sizes across

the nation!"

COLUMBIA PICTURES presents

WILLIAM HOLDEN

IN

picnic

WITH

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

AND
CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH · Based upon the play "Picnic" by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN

Directed by JOSHUA LOGAN · Produced by FRED KOHLMAR

CINEMASCOPE

TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

PRINTED IN U. S. A

REVIEW:

Paris Follies of 1956

United Artists

HOLLYWOOD, Jan. 2

FOLKS WHO HAVE heard about the fabulous Frank Sannes' Moulin Rouge theatre-restaurant in Hollywood, where the price of an inexpensive dinner includes a lavish stage show with eye-filling show girls, costly production numbers and original songs and dances will have an authentic atmospheric sample of the place in action.

Bernard Tabakin produced the film independently for Allied Artists release in appealing color by DeLuxe on the club's premises, through the facilities of Mercury-International Pictures, Inc. However, the trite story and screenplay by Milton Lazarus and pedestrian direction by Leslie Goodwins provide a poor coat-hanger for the lengthy production numbers, non-commercial songs and humorless comedy situations employed to inflate what might have been acceptable as a two-reel subject into feature length footage.

Forrest Tucker and Martha Hyer are joined by such singing personalities and entertainers as Margaret Whiting and her sister, Barbara; Frank Parker, Dick Wesson and The Sportsmen, as marquee bait.

Lloyd Corrigan has the only convincing role in the cast—an irresponsible would-be show backer.

Running time, 73 minutes. General classification. Release in January.

SAMUEL D. BERNS

RKO to Advertise

(*Continued from page* 1)

opening of "Rebel Without a Cause" on the circuit tomorrow. A timetable of shows, similar to that published by the "New York Daily News," will be included in the RKO circuit's metropolitan advertising. It will continue for an indefinite period and probably will be extended to out-of-town theatres subsequently, Mandel said.

Way Clear to Appeal Sablosky Verdict

Special to THE DAILY

PHILADELPHIA, Jan. 2.—In order to give the defendant-distributors an opportunity to appeal, Judge Allan Grim of District Court for the eastern district of Pennsylvania has entered a final judgment of $1,275,000 in the Sablosky case against the major film companies. This judgment is three times the amount of the jury verdict rendered in the case last April, and the damages have been tripled pursuant to provisions of anti-trust laws.

Rights of respective parties to decision of outstanding claims and remedies are not foreclosed by the order. Defendants still must go to trial to have determination of their counterclaim that plaintiffs under-reported grosses on percentage pictures. Question as to time from which interest is to run will be determined later also.

SSBC Hearings Start Feb.2

(*Continued from page* 1)

for the airing of these complaints, and other exhibitor organizations indicated that they, too, wanted to be heard. Allied has been pushing a proposal for the enactment of legislation authorizing Federal regulation of the film industry; however, the small business group has no power to report legislation, and so this part of Allied's drive will have to be taken later to other committees.

Hearings Held Three Years Ago

Extensive public hearings on the problems of independent exhibitors were held almost three years ago by a subcommittee headed by Sen. Andrew F. Schoeppel (R., Kans.), Sparkman noted. "Upon completion of that investigation," he said, "the full committee issued a report setting forth its recommendations for improving the competitive position of the nation's motion picture exhibitors. At this time, as exhibitors renew their complaints against certain industry distribution practices, it seems clearly appropriate to determine the extent to which such recommendations of the committee have been effectuated."

Sparkman said that "accordingly, the full committee has agreed to grant the request of the exhibitors for an opportunity to present their problems before a public forum." He had assigned the job to Humphrey's subcommittee on retailing and distribution, he added.

Humphrey declared that "in launching this inquiry, the subcommittee has carefully avoided any prejudgment of any of the issues to be raised during the hearings. Moreover, the subcommittee does not entertain any preconceived notion of the ultimate facts to be established in the course of the hearings. The sole purpose of the undertaking will be to try to resolve problems which may be shown to exist between distributors and motion picture exhibitors, most of whom are small, independent businessmen."

The subcommittee's plans, Humphrey said, call for testimony from all parties directly interested in theatre owners' problems. Among the witnesses to be heard at hearings starting Feb. 2, he declared, will be representatives of the various theatre owner associations as well as a number of unaffiliated exhibitors. Specific names will be made public later, he said. He added that "in subsequent hearings, the subcommittee intends to receive testimony from spokesmen for the motion picture distributors and also from Federal government officials having anti-trust responsibilities in the motion picture industry."

Arbitration Again to Fore

Sparkman's statement that one purpose of the new investigation is to study the extent to which the earlier investigation's recommendations have been carried out was particularly interesting in view of the fact that the earlier subcommittee recommended, among other things, the establishment of an industry arbitration system. It also said that film rentals didn't seem a proper subject for arbitration. Allied has been insisting that any arbitration system must include arbitration of rentals, and has abstained from the pending arbitration system because it does not cover rentals.

Members of the subcommittee holding the hearings next month, in addition to Humphrey, are Senators John F. Kennedy (D., Mass.), Wayne Morse (D., Ore.), Schoeppel, and Barry Goldwater (R., Ariz.).

Six Majors Sued By N. J. Drive-in

Special to THE DAILY

PHILADELPHIA, Jan. 2.—The Dix Drive-In Theatre in Bordentown, N. J., has sued six major film distributors for an unspecified amount in damages and for the right to license pictures "on a proper run and clearance." Plaintiffs are Michael J. Zsirzseri and Sara Zsirzseri. Defendants are Columbia, Loew's Inc., Paramount, RKO Radio, United Artists and Universal.

Competition Denied

It is claimed that the named defendants refuse to license pictures to the 1,000-car Dix Drive-In on a run earlier than 28 days after first run exhibition in Trenton, N. J. However, it is alleged that the distributor-defendants do license pictures to the Sharon Theatre, about two miles away in Bordentown, N. J., on a run of 14 days after first-run Trenton. It is claimed, moreover, that the Dix Drive-In is not in substantial competition with first-run theatres in Trenton.

Brandt Closes Deal For Britannica Films

The deal between Trans-Lux Pictures and Encyclopedia Britannica Films, under which Trans-Lux Pictures for a 10-year period gets exclusive TV and theatrical distribution rights of the educational film firm's library, was closed on Friday, it was announced by Richard Brandt, Trans-Lux Pictures vice-president.

Under the deal, Brandt explained, "we have a right to choose" which educational films that will be marketed. He went on to say that in addition to the library, estimated to consist of some 700 educational shorts, Trans-Lux Pictures will have access to the current and future production of Britannica Films, which makes from 50 to 60 educational shorts per year.

Will Get TV Rights Later

The TV distribution rights will accrue to Trans-Lux in from six to eight months from now, while theatrical distribution rights go into effect immediately, Brandt added. In regard to theatrical distribution, Brandt said that Trans-Lux Pictures will begin by composing a package of 10 to 20 films, some of which will be marketed in conjunction with the firm's feature films.

Breakfast

(*Continued from page* 1)

cipal speakers and stars who will be guests at the breakfast will be announced soon.

The Communion Breakfast idea for motion picture people was started in New York six years ago and now has spread to Hollywood, Canada and many of the principal exchange cities.

Sponsors are:

Frank J. Alford, M.P.E.A.; John W. Alicoate, Film Daily; Joseph F. Arnold, Pathé Laboratories, Inc.; William E. Barry, Shea Enterprises, Inc.; Marguerite Bourdette, Paramount; Frank Bryan, Skouras Theatres Corp.; Frank E. Cahill, Jr., Warner Bros. Pictures; Francis X. Carroll, 20th Century-Fox; Patrick Casey, Casey Enterprises, Inc.; John Confort, Jr., Confort and Co.; Robert W. Coyne, COMPO; Thomas Crehan, RKO Theatres; John Dervin, Allied Artists; Edward C. Dowden, Loew's; Albert A. Duryea, Consolidated Film Industries; Joseph Eagan, Fabian Theatres Corp.; James M. Franey, United World Films; Joseph M. Geoghan, Century Theatres; Edmund C. Grainger, Republic Pictures; Agnes Mengel Grew, Paramount Pictures; William J. Heineman, United Artists Corp.; Walter F. J. Higgins, Associated Prudential Theatres; Alexander E. Horwath, Stanley Warner Corp.; John Hughes, United Artists; James David Ivers, Quigley Publishing Co.; James J. Jordan, Universal Pictures; John Kane, Columbia Pictures; Mrs. James F. Looram, Int. Federation Catholic Alumnae.

IATSE Represented

Also Fred L. Lynch, Radio City Music Hall; Thomas J. Martin, Warner Bros. Pictures; Joseph A. McConville, Columbia Pictures Int. Corp.; Joseph McMahon, Republic Pictures; Paul C. Mooney, Sr., National Screen Service Corp.; Peter J. Mooney, Audio Productions, Inc.; James A. Mulvey, Samuel Goldwyn Productions; John F. Murphy, Loew's; Thomas Murtha, I.A.T.S.E. Local No. 4; L. Douglas Netter, Jr., Todd-AO; Paul D. O'Brien, O'Brien, Driscoll & Raftery; Robert H. O'Brien, American Broadcasting-Paramount Theatres; John J. O'Connor, Universal Pictures; Thomas F. O'Connor, RKO Theatres; Daniel T. O'Shea, RKO Radio Pictures; Edward K. O'Shea, Paramount Film Distributing; Martin Quigley, Quigley Publishing Co.; Edward C. Raftery, O'Brien, Driscoll & Raftery; Charles M. Reagan, M-G-M Pictures; Thomas E. Rodgers, Trans Lux Theatre Corp; William F. Rodgers, Jr., M.P.E.A.,; George J. Schaefer, 1600 Broadway, N. Y.; Spyros S. Skouras, Skouras Theatres; Nick Tronolone, 1775 Broadway; Frank C. Walker, Comerford Theatres; Eugene Walsh, Universal Pictures; Richard F. Walsh, I.A.T.S.E.; William A. White, Skouras Theatres, and Monsignor Thomas F. Little, Spiritual Director.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
(Dec. Releases) THE SHACK OUT ON 101 Terry Moore Frank Lovejoy Keenan Wynn 80 min. (Rel. 12/4/55) (Rev. 11/25/55) SUDDEN DANGER Bill Elliott Tom Drake Beverly Garland 63 min. (Rel. 12/11/55) (Rev. 12/13/55) (Jan. Releases) DIG THAT URANIUM Leo Gorcey Huntz Hall Mary Beth Hughes (Rel. 1/8/56) 61 min. AT GUN POINT (Color) Fred MacMurray Dorothy Malone Walter Brennan CS (Rel. 1/11/56) 81 min.	(Dec. Releases) A LAWLESS STREET (Color) Randolph Scott Angela Lansbury Warner Anderson Jean Parker Wallace Ford John Emery O—78 (Rev. 12/1/55) THE CROOKED WEB Frank Lovejoy Mari Blanchard Richard Denning 77 min. (Rev. 12/2/55) HELL'S HORIZON John Ireland Marla English Bill Williams Hugh Beaumont 80 min. (Rev. 12/8/55) (Jan. Releases) THE LAST FRONTIER (Color) Victor Mature Guy Madison Robert Preston James Whitmore CS O—98 min. INSIDE DETROIT Dennis O'Keefe Pat O'Brien 82 min. (Rev. 12/9/55)	(Dec. Releases) I'LL CRY TOMORROW Susan Hayward Richard Conte Jo Van Fleet D—117 (Rev. 12/16/55) KISMET (Color) Howard Keel Anne Blyth Vic Damone Dolores Gray CS (Rev. 12/6/55) 113 min. (Jan. Release) DIANE (Color) Lana Turner Marissa Pavan Roger Moore CS (Rel. 1/6/56) 110 min.	(Dec. Release) ARTISTS AND MODELS (Color) Dean Martin Jerry Lewis Shirley MacLaine C—109 VV & PS (Rev. 11/9/55) (Jan. Release) THE TROUBLE WITH HARRY (Color) Edmund Gwenn Shirley Maclaine John Forsythe C—99 VV (Rev. 10/6/55)	(Dec. Releases) FLAME OF THE ISLANDS (Color) Yvonne DeCarlo Howard Duff Zachary Scott (Rel. 12/1/55) THE FIGHTING CHANCE Rod Cameron Ben Cooper Julie London (Rel. 12/15/55)	(Dec. Release) NAKED SEA (Color) Documentary 70 min. (Rev. 10/28/55) (Jan. Release) GLORY (Color) Margaret O'Brien Walter Bremnan Charlotte Greenwood John Lupton SS 100 min.	(Dec. Release) RAINS OF RANCHIPUR Lana Turner Richard Burton Michael Rennie D—104 (Rev. 12/14/55) (Jan. Releases) THE LIEUTENANT WORE SKIRTS (Color) Tom Ewell Sheree North CS BOTTOM OF THE BOTTLE Joseph Cotten Van Johnson	(Dec. Releases) HEIDI AND PETER (Color) Elsbeth Sigmund Thomas Clemath 89 min. (Rev. 12/2/55) TOP GUN Stirling Hayden William Bishop Karen Booth 73 min. INDIAN FIGHTER (Color) Kirk Douglas Diana Douglas Walter Abel Elsa Martinelli CS 88 min. (Rev. 12/19/55)	(Dec. Releases) RUNNING WILD William Campbell Mamie Van Doren 81 min. TARANTULA John Agar Mara Corday 80 min. (Rev. 11/28/55) (Jan. Releases) SECOND GREATEST SEX (Color) Jeanne Craine George Nader Kitty Kallen M—87 CS (Rev. 10/4/55) THE SPOILERS (Color) Anne Baxter Jeff Chandler Rory Calhoun 84 min. (Rev. 12/8/55) THE SQUARE JUNGLE Tony Curtis Pat Crowley Ernest Borgnine (Rev. 12/1/55) 85 min. ALL THAT HEAVEN ALLOWS (Color) Jane Wyman Rock Hudson Agnes Moorehead (Rev. 10/27/55) 89 min.	(Dec. Release) THE COURT MARTIAL OF BILLY MITCHELL (Color) Gary Cooper Ralph Bellamy Charles Bickford CS (Rev. 12/9/55) (Jan. Release) HELL ON FRISCO BAY (Color) Alan Ladd Edward G. Robinson CS 98 min.	BUENA VISTA (Dec. Release) THE LITTLEST OUTLAW (Color) 75 min. I. F. E. (Dec. Releases) THE RETURN OF DON CAMILLO Fernando and Gino Cervi MADDALENA Marta Toren Fernando and Gino Cervi (Jan. Releases) LEASE OF LIFE Robert Donat Adrienne Cori RIVIERA Martine Carol Ralph Vallone

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

HAPPY NEW YEAR!

ANYTHING GOES

FOR 1956

Bing
Donald
Jeanmaire
Mitzi
Phil

Irene Papas, new Greek star, shown above with Stephen McNally in MGM's "Tribute to a Bad Man," in which James Cagney also is starred.

Lucille Ball and Desi Arnaz in a scene from "Forever, Darling," the first film from their newly formed Zanra Prods., released by MGM.

Leslie Caron and John Kerr, above, in "Gaby."

Eight New Films, Four Reprints Scheduled

M-G-M to Release 12 in First 4 Months of '56

A WIDE variety of entertainment makes up M-G-M's release schedule of eight new productions and four reprints which has been set for the first four months of the new year. Drama is well represented on the list but there is also a musical, a comedy, outdoor and Western attractions.

The schedule is notable, too, for its strong representation of name players, among them top stars, well known supporting talent and a significant representation of "new faces."

The name list includes Lana Turner, Glenn Ford, James Stewart, Gene Kelly, Van Heflin, June Allyson, Robert Taylor, Spencer Tracy, Gregory Peck, Jane Wyman, James Cagney, Leslie Caron, Lloyd Nolan, James Mason, and such potentially popular players as John Kerr, Roger Moore, Liliane Montevecchi, Debra Paget, Leslie Nielsen, Juano Hernandez, Irene Papas and Pedro Armendariz.

FOUR MONTHS SCHEDULE

Making up the four months' schedule are: "Diane," French historical romantic drama, starring Lana Turner, with Roger Moore, Pedro Armendariz, Marisa Pavan and Ronald Green; "Forever, Darling," with Lucille Ball, Desi Arnaz and James Mason; "Meet Me in Las Vegas," with Dan Dailey, Cyd Charisse, Agnes Moorehead and Paul Henried; "Tribute to a Bad Man," James Cagney and newcomers Don Dubbins and Irene Papas; "Gaby," with Leslie Caron and the promising John Kerr, in a romantic drama of blitz-torn London in World War II; "The Last Hunt," with Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn and Debra Paget; "Ransom," with Donna Reed, Glenn Ford, Robert Keith and Juano Hernandez, and "Forbidden Planet," with Walter Pidgeon and Anne Francis.

The reprints to be available are: "The Stratton Story," "Northwest Passage," "The Three Musketeers" and "The Yearling."

"The Stratton Story," featuring James Stewart and June Allyson, was the highly popula story of the heroic comeback of the Chicag White Sox pitcher, Monty Stratton, who, aft losing a leg in a hunting accident, persevere to return to major league baseball. Release in 1949, it did much to help popularize th Stewart-Allyson team which has figured in s many film successes since. It was produced b Jack Cummings and directed by Sam Woo It will be available in February, as will "Th Three Musketeers."

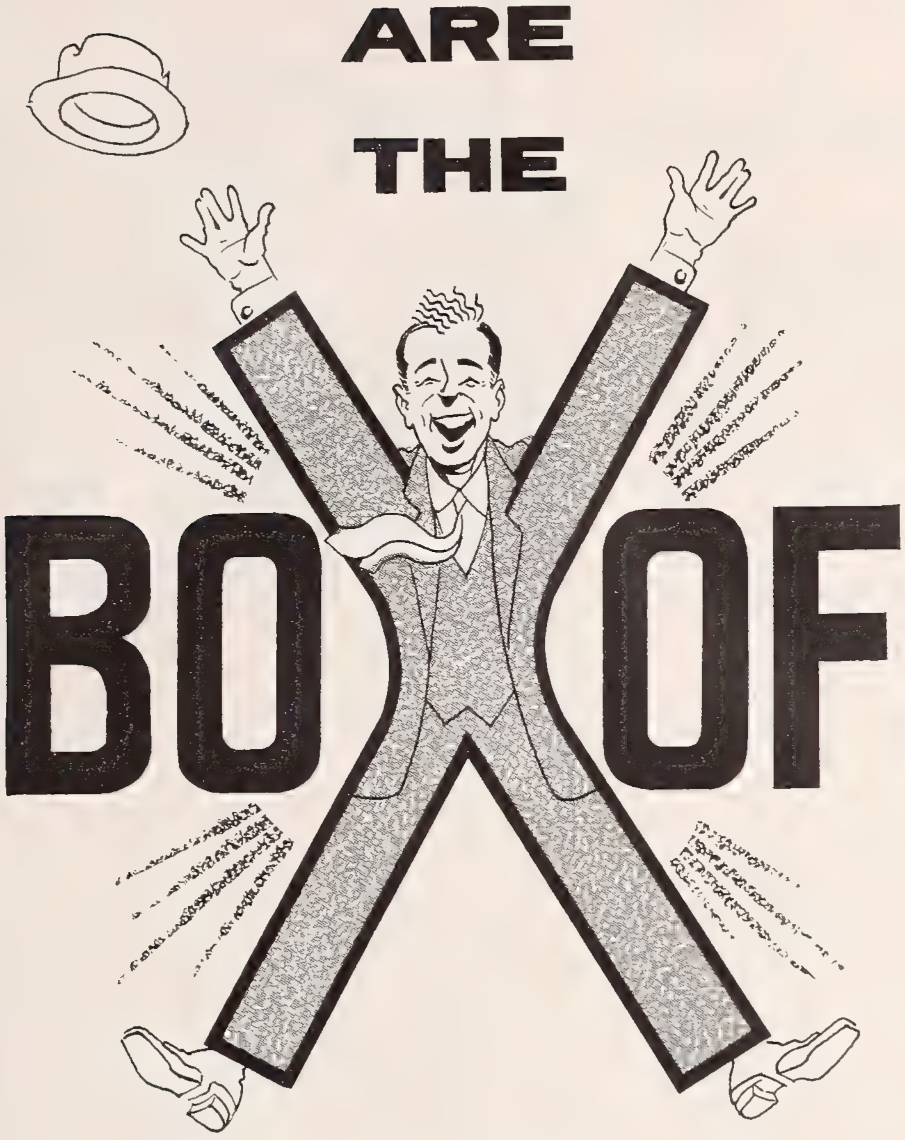
HAS ALL-STAR CAST

The latter, first released in 1948, had a all-star cast consisting of Lana Turner, Gen Kelly, June Allyson, Van Heflin, Gig Youn and Angela Lansbury. It was produced b Pandro Berman and directed by Georg Sidney.

In March, "Northwest Passage" and "Th Yearling" will be re-released. The former, originally released in 1940, stars Spencer Tracy Robert Young, Walter Brennan and Ruth Hussey. It was produced by Hunt Stromberg an directed by King Vidor.

"The Yearling" was originally released i 1946. It stars Gregory Peck, Jane Wyman an Claude Jarman, Jr. It was a Clarence Brow production, directed by Sidney Franklin. It in color by Technicolor.

Below, left, Dan Dailey introduces his newest girl friend, Cyd Charisse, to his mother, cente Agnes Moorehead, in a scene from the forthcoming "Meet Me in Las Vegas." At right, Lan Turner and Roger Moore, lovers, in a wedding rehearsal for Moore's impending marriage Marisa Pavan, as Catherine de Medici, in "Diane." His father, Pedro Armendariz, right, Francis I, with Ronald Green, left, as the Dauphin, watch the proceedings.



YOU
ARE
THE
IN BOXOFFICE

You, Mister Exhibitor, are the "X"... the unpredictable factor... the man who meets the public... the man whose interest makes the difference! Keep shouting about your shows with the excitement and enthusiasm that builds a patron-pulling pitch and the "X" in *your* boxoffice will equal more profits!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Acres and Acres

▶ The successful conclusion—expected momentarily—of two separate series of negotiations will bring to television no less (and probably more) than 2,700 short subjects—literally acres and acres of them—which were originally released theatrically. Charles M. Amory, president of UM&M, Inc., said in New York Wednesday he was "close to a deal" with Paramount Pictures for the acquisition of 1,600 shorts for TV syndication. The sale price is about $3,500,000 and the shorts, running from seven to 22 minutes each, include Betty Boop, Little Lulu, Grantland Rice sports series, as well as a Robert Benchley series. Not to be outdone, CBS-TV announced Thursday that it was in process of buying Terrytoons, Inc., the company headed by Paul Terry and which for years has released its cartoons through 20th-Fox. By paying some $5,000,000, CBS would get the entire stock of Mr. Terry's characters—about 1,100 cartoons, plus merchandising rights. The network already has been buying Terrytoons for its "Mighty Mouse Playhouse."

Insatiable

▶ The insatiability of the wide-open maw which is Television is significantly cited by implication in the report, just issued, of Reub Kaufman, president of Guild Films. He says in his annual review that the company produced 260 TV program films in 1955, with plans afoot for a "greater than ever" 1956. Confidential File, I Spy, The Goldbergs, are cited as some of the outstanding series, of which there are 11, Mr. Kaufman reports. New series are planned. More activity: commercial division, educational and public service unit, foreign sales. Big appetite, TV.

Live Location Drama

▶ That NBC-TV's international, vista-searching, "live" Wide Wide World was not and is not an end in itself will be apparent January 11 when the network telecasts "live" and in its entirety from location in the San Fernando Valley the experimental drama, "All the Trees of the Field." This use of actual locations for "live" drama has been coming for a long time and may well be one of the exciting television innovations of 1956. The idea has been kicked around before—most notably in a drama starring Julie Harris several years back and more recently in last week's Hit Parade show, both of which made use of the live grandeur that is Rockefeller Plaza. This kind of show, of course, compounds production problems, to say nothing of costs, but inevitably it must become part of the television medium's particular exciting identity. Alan Neuman, producer of the San Fernando show, also is developing plans for an undertaking called "The Hollywood Story," to take place live in a two-block Hollywood location, perhaps sometime in the coming 12-month.

Going West

▶ The pious pronouncements from civic officials and various chambers of commerce notwithstanding, more and more television film activity—especially in commercials—seems to be moving to the west coast from New York and Chicago. At hand is a statement from the Hal Roach Studios to the effect that more than 70 per cent of its new commercial film business in 1955 originated with eastern or midwestern agencies "who could have, if they wanted to, placed their business with non-Hollywood firms."

52-Week Prize

▶ Having its premiere tonight on CBS-TV is a new jackpot quiz show, Don Fedderson's filmed "Do You Trust Your Wife?" with Edgar Bergen as host. Featured on the show is a Trust Fund Question, the payoff of which is $100 a week for a year, with the winner having the opportunity of competing on the show the following week to raise his prize to $100 a week for two years. The producers emphasize that "there is no limit to the number of times a contestant may return and there is no risk of losing any annuity by returning." Two trends thus are in evidence: the helping of a winner to get a better tax break, and the lessening of suspense, danger, excitement, etc., as the contestant moves toward the big money. The ultimate goal is a quiz show without questions.

NBC Stations Report

▶ The final, year-end report of the owned stations (radio and television) of the National Broadcasting Company will reflect "a record-shattering 12 months," Charles R. Denny, vice-president of NBC owned stations and NBC spot sales, predicted last week as figures for November sales were tabulated. Local sales on the NBC owned stations in November rose 29 per cent over last year, Mr. Denny said, and national spot sales climbed more than 15 per cent. National spot sales in television for the first 11 months rose more than 14 per cent, while local sales in television went up 19 per cent.

CBS-TV's Coup

▶ CBS-TV scored a coup last week when it signed Sidney Kingsley, one of America's most important contemporary dramatists, to a five-year contract calling for his services as producer, director and writer. Although his specific plans have not yet been announced, it seems certain that Mr. Kingsley will supervise the television adaptations of at least several of his own works, including "Men in White," "Dead End," "The World We Make" and "The Patriots." His Broadway adaptation of Arthur Koestler's "Darkness at Noon" was a television highlight a couple of seasons back—on NBC.

In Our View

AS the new year of 1956 dawns it is time to glance backward, and to look ahead. Probably the most notable of the developments of the year past has been the rapid strides made in the implementation of color television. Chiefly responsible for that movement, of course, have been the National Broadcasting Company and Radio Corporation of America. What the future holds in that direction is reasonably obvious: color is en route, without question, and matters of price, high service charges and the like, currently the chief deterrents to widespread color set purchase, will be ironed out in time. They must and will be, because the consumer desire exists—even though it requires some stimulation.

The other interesting, significant and consequential matter is that stemming from the sale of the RKO film library for television use, a matter which came to a head only within the past few days. With that announced disposition, plus the indications of other, somewhat similar situations, covering short subjects and/or features, came the cry that the TV-film market is about to become glutted, that prices of such films will be forced down and that an over-supply of that material is immediately at hand, what with the extensive production afoot and planned in Hollywood, plus the release of all these many older theatrical films.

In the long run, taking the long range perspective view, that situation probably will be all to the good, with respect to the television industry and its future welfare. The reason is utterly simple. Where there is a short supply of any commodity, anything, of any quality, will do because it has to do—there isn't enough to go around. But where the supply is more than adequate, quality will be the criterion of value, quality will come to the fore, and the unsatisfactory will drop out of sight, because it is no longer needed. And that must necessarily redound to the benefit of the whole industry and institution of Television.

—Charles S. Aaronson

he Show-Makers

ack Webb's *Dragnet adds a new,* rmanent member to its cast start- January 5. **Marjie Millar** plays part of his secretary with the ssibility of a budding romance.

◆

da Lupino plays a bowling alley erator who attempts to rid her- f of a strange man in "Dark eting" to be seen on Bristol- yers Four Star Playhouse over S-TV, January 5. **Warren** evens plays the man. On the nuary 12 show, **Charles Boyer** ys a shy bookkeeper in "Magic ght." **Joyce Gates** is the leading y.

◆

aymond Massey stars in the evision version of his own play, he Hanging Judge," on Climax r CBS-TV January 12. Co-star- g are **Sir Cedric Hardwicke,** n **Williams, John Carradine,** rt **Hatfield, Alan Marshall** and ginald **Denny.** The play was apted by **Whitfield Cook.**

◆

rankie Laine will be host of thur Godfrey and His Friends nuary 4 over the CBS-TV net- rk while **Arthur Godfrey** is on cation.

◆

ohn Cassavetes plays a homi- al criminal in "You Got to Have ck" on Alfred Hitchcock Pre- ts, January 15 on CBS-TV. **risa Pavan** co-stars.

◆

Mildred Natwick repeats her oadway role of the spiritualist "Blithe Spirit" on CBS-TV's rd Star Jubilee January 14. hers in the cast include **Noel** ward, **Lauren Bacall** and **Clau-** tte **Colbert.**

◆

Sam Fuller, director of special ojects for NBC and executive oducer of the new NBC-TV 60- nute comedy series Sunday ghts, to start January 8, has an- unced the signing of seven writers. The seven include two teams, **Richard Baer** and **Doc Calvelli** and **Irving Ellinson** and **Robert O'Brien.** The other three are **Robert Riley Crutcher, Marvin Fisher** and **Danny Shapiro. Hy Averback** has been signed as the regular announcer for the series.

HE'S changed vice-presidencies. WILLIAM H. FINESHRIBER, JR., has gone over to Television Programs of America, where he will direct sales in New York for national and syndicated programs. He left NBC some months ago, after having been a vice-president and general manager since 1953. He was previously of Mutual and General Teleradio. Mr. Fineshriber started with CBS back in 1931. He is 46, a native of Iowa, and an active man in civic endeavors.

◆

Monty Hall, *Canadian TV figure, has taken over as master of ceremonies on the WRCA-TV New York show, Sky's the Limit. He replaces* **Gene Rayburn. Bill Wendell** *is the new announcer on the show.*

◆

Gene Rayburn *will be master of ceremonies on the new NBC-TV participation show for children, Choose Up Sides, which has its premiere Saturday, January 7, 12 noon to 12:30 P.M., EST. The show is a Goodson-Todman production.*

◆

Marvin Miller *helps* **Walter Kelley** *as "Millionaire Chris Hall" in the Amazon country of Brazil on the Millionaire over the CBS-TV network, January 4.* **Lee Van Cleef** *and* **Pamela Duncan** *are seen in support.*

◆

Lawrence Welk *and his orchestra travel to Houston for the January 7 broadcast of The Lawrence Welk Show over ABC-TV. The cast will return to Hollywood for the following show.*

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TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editor: Pinky Herman, Vincent Canby; Hollywood; William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor; Floyd E. Stone.

CRYSTAL BALL (1956):

TV's TOMORROW GETS ONCE OVER LIGHTLY

IN ALL ASPECTS, 1955 was a big year for the television industry. Not so oddly perhaps, the word "boom"—with its immediate connotations of "bust"—has been studiously avoided in almost all of the authoritative reports on the last 12 months. Some branches of the industry, notably the TV film producers, distributors and syndicators, now face a year of progressively intense competition, the knowledge of which has colored all statements from that segment published in recent issues of *Television Today.* Below leading executives of four major industry corporations have their say about 1956. Each, in being immediately concerned with his own specific activity, has something important to say about the whole:

❡ Robert E. Kintner, president of the American Broadcasting Company: "The American Broadcasting Company in 1955 marked the midpoint of its five-year plan of growth and expansion with achievements and progress that speak for themselves. The plan during this past year closed substantially the gap between us and the two other major networks. In the past year the ABC-TV network: registered a 43 per cent gain in the average audience for its programs, a gain greater than that of any other TV network; registered an increase of nearly 45 per cent in gross billings for 1955 over 1954, and looks to this trend to continue in 1956, and entered into the big daytime programming category with Walt Disney's Mickey Mouse Club, a policy that will be implemented still further with the inauguration of the Afternoon Film Festival this month."

❡ *Brig. General David Sarnoff, chairman of the board of the Radio Corporation of America: "Our achievements in electronics, radio and television establish* 1955 *as our best year on record. I look forward to* 1956 *as a year of continuing progress. This past year saw color television 'get off the ground' as a new service and become commercially established. Color television will continue to gain momentum and will make an impact on the American home and the nation's economy. The sale of color sets will eventually exceed the sale of black-and-white sets. . . . That progress is born of change is illustrated by the fact that during* 1955, 80 *per cent of RCA's total sales will be in products and services which did not exist, or were not commercially developed, only* 10 *year ago."*

❡ Frank M. Folsom, president of Radio Corporation of America: "Business trends and yardsticks across the nation indicate that 1956 will present to most segments of American industry—including radio-television and electronics—one of the greatest quality markets in history. Customer preference for quality products is bringing higher priced items into the position of merchandise leaders, thus adding substantially to dollar volume. This trend of public preference appears destined to boost color TV into the stature of a 'billion dollar baby' well ahead of expectations. In fact, retail sales of color sets may account for as much as $175,000,000 in the coming year."

❡ *Dr. W. R. G. Baker, vice-president of General Electric Company: "We have every confidence that the electronics industry will more than equal* 1955's *record activity. Sixty-five new television stations will go on the air in* 1956, *bringing the total to* 535. *More than half of these will be able to transmit color. Industry retail sales of color receivers should total approximately* 150,000 *in* 1956. *Sales of monochrome sets in the like period should total* 7,100,000. . . . *Because of further progress desired on the picture tube itself, it is not likely that General Electric color receivers will be marketed before the second-half of* 1956. *For the long-run future, however, color television will occupy a dominant place in G.E.'s television plans."*

❡ J. L. Van Volkenburg, president of CBS Television, (from an article in the "International Television Almanac," published this week): "During 1956, the CBS Television programming pattern will reflect integration of two highly successful policies: program continuity on the one hand, and periodic presentation of only the highest calibre of one-time broadcasts. Over the past several years, our policy of program continuity and frequency—which briefly gives a program a reserved spot on the CBS Television schedule and presents it at the same time on the same day week after week—has resulted in establishing CBS Television as the largest single advertising medium in the world, with the majority of the most popular programs day and night. . . . We do not believe in the arbitrary scheduling of one-time broadcasts merely for the sake of one-time broadcasts. We are continually devising new program ideas which we hope will become a part of the regular viewing patterns."

Shows on the Mark

Front Row Center is the apt name of the new show to come from Hollywood via CBS-TV, weekly, hour and live, with the first of the new drama series, January 8, Sunday, 4 P.M., EST, to be "Finley's Fan Club," original by Robert Dozier, starring Diana Lynn and Eddie Bracken. The series was seen briefly from June to September, 1955. Edgar Peterson is the program boss.

◆

Dragnet and People's Choice are switching important time spots on the NBC-TV network, according to Richard A. R. Pinkham, vice-president in charge of programs. Effective January 5, Thursday, Dragnet will go at 8:30 P.M., EST, while People's Choice will take the 9 P.M. spot. Coincidentally Dragnet will launch a new series of programs, with a "new look," it says here. The avowed aim of the time switch is to pack the 8-9 time, with Dragnet thus following immediately on the popular Groucho Marx You Bet Your Life. Make's programming sense.

◆

Ted Mack and the Original Amateur Hour has gone to a full hour, as of the past Sunday, over the ABC-TV network, 9:30 P.M., EST. He had nine variety acts to offer and saluted Enid, Oklahoma. There seems to be an enduring interest in the series.

◆

The CBS Public Affairs interview program, Face the Nation, will be shifted to a new time over the CBS-TV network, Sunday, January 8, at 3 P.M., EST. Producer Ted Ayers and his staff of the half-hour show are rubbing their hands in anticipatory glee, for here comes a great big potentially fruitful election campaign coming up, which makes for lively material.

◆

The program, Faith for Today, opened its new filmed dramatic series Sunday last at 12:30 P.M., EST, over WABC-TV, Channel 7 in New York. Pastor William A. Fagal produces the series.

◆

Captain Kangaroo, which seems happily to have what the youngsters like, is stretching into a sixth day of the week. The Monday through Friday show also will be spotted on Saturday, 9:30-10:30 A.M., EST, beginning January 7, over CBS-TV, of course. The Monday-Friday is 8 to 9 A.M.

◆

Should be a high spot of viewing, this next Ford Star Jubilee, over CBS-TV Saturday, January 14, 9:30 P.M., EST. The hour-and-a-half will offer Noel Coward's "Blithe Spirit," starring himself, Lauren Bacall, Claudette Colbert and Mildred Natwick.

HOLLYWOOD

HOLLYWOOD: **Robert Welch,** one of TV's top comedy producers, who for many years supervised the production of Bob Hope's films at Paramount, finds the New Comedy Hour the most challenging assignment of his career. The show replaces the Colgate Variety Hour over the NBC-TV network January 8.

The name of the show, New Comedy Hour, dreamed up by the sponsors, we are told, poses a tougher problem for the producers, Mr. Welch, **Ernest Glucksman** and executive producer **Sam Fuller,** than meets the eye. Mr. Welch paraphrased his concern over the development and title of the new show as one where a group of first rate comedians are introduced to an audience who challenge them with the remark, "all right, make me laugh!"

"Here's one show that will be put together without a format. Leo Durocher will just be Leo Durocher, without regard for the usual formalities connected with the title of emcee or host. There will be a wide assortment of acts and personalities in the comedy field, with sketches, blackouts, quickies, musical quickies, and enough material to make this, we hope, one of the fastest moving shows ever presented," Mr. Welch explained.

Each show will contain at least 24 different bits, elements or items, designed to find a target among every type of viewer. Three or four of these should kill 'em, 10 ought to get good wholesome laughs and 13 or 14 of them oug to prove at least mildly pleasin Mr. Welch suggested.

"All right Mr. Welch, make m laugh!"

◆

Raids by film companies a stage producers on the televisi talent pool should cause the ne works and TV film production o ganizations to create their ow talent stock companies, believ Barry Sullivan, star of Ziv TV "The Man Called X."

"Simple economics have forc some of our best talent to dese the television field. There's no si ple panacea to prevent televisi talent from becoming itineran declared Mr. Sullivan. "It is po sible though for television not on to develop its own performers, a it is doing an excellent job bringing new faces to the televisi screens. The problem is to hold to them."

◆

Martin Ragway signed with **D Fedderson** for a long termer head writer on the new TV film quiz series, "Do You Trust Yo Wife?" Marty severed his conn tions with the Bob Hope and R Skelton TV shows. . . . Isn't **Ru Vallee** about ripe for a TV sh of his own, fashioned after the s cessful format he used in radio f so many years? . . . KTTV snagg the telecast of the Midget Bo championship for the East-W youngsters' football league betwe the Redondo Beach Crusaders a the invading squad of "All-Ame can" gridders from Meriden, Co

—*SAMUEL D. BER*

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, included the following:

At ACADEMY PICTURES, Inc.

Chevrolet Cars (*Campbell-Ewald*)
Gulf Piston Oil (*Y & R*)
Sylvania TV Sets (*J. Walter Thompson*)
Hudson Paper Napkins (*Biow-Beirn-Toigo*)
Plymouth Cars (*N. W. Ayer & Son*)
Gillette Razors (*Maxon & Co.*)

At AMERICAN FILM PRODUCERS

Tide (*Benton & Bowles*)
Progresso Food Products (*Carlo Vinti*)
Bendix Home Appliances (*Earl Lugin*)
Armstrong Floor Coverings (*BBDO*)
Hunt's Dog Food (*Ted Bates*)
Armstrong Cork (*BBDO*)
G. E. Appliances (*BBDO*)
Schaefer Beer (*BBDO*)
Jello Pudding (*Y & R*)

At CARAVEL FILMS, Inc.

Nabisco (*McCann Erickson*)
U. S. Treasury Savings Bonds (*McCann Erickson*)
Geritol (*Ed. Klettier Associates*)

At DYNAMIC FILMS

Dean Martin-Jerry Lewis Muscular Dystrophy Fund (*Direct*)
Feature Wedding Rings (*Direct*)
Coty's Lipstick (*Franklin Bruck*)

At PETER ELGAR PRODUCTIONS

Woodbury Soap (*Robert W. Orr*)
Arrid (*S. S. C. & B.*)
Hide-A-Bed (*Y & R*)
Listerine (*Lambert & Feasley*)
Samson Luggage (*Grey Advertising*)
Anacin (*Biow-Beirn-Toigo*)

At TED NEMETH STUDIO

Gruen Watches (*Grey Adv.*)
Chesterfield Cigarettes (*Cunningham & Walsh*)
Schlitz Beer (*Lennen & Newell*)
Old Spice Lotions (*Direct*)
Elgin Watches (*Y & R*)

At SARRA, Inc.

Pet Milk (*Gardner Adv.*)
St. Joseph's Aspirin (*Lake-Spiro-Shurman*)
Cook's Paints (*R. J. Potts-Calkins & Holden*)

At SCREEN GEMS

Budweiser Beer (*D'Arcy*)
RCA Records (*Kenyon & Eckhardt*)
Seaforth Lotion (*BBDO*)
Vicks Cough Syrup (*BBDO*)
Nabisco Toys (*Kenyon & Eckhardt*)

At TRANSFILM

Camel Cigarettes (*Wm. Esty*)
Spray (*Foote, Cone & Belding*)
Colgate Deodorant Soap (*Len & Newell*)
Gains Dog Food (*Benton & Bowles*)
Pontiac Cars (*McManus, John Adams*)
End Curl Permanent (*Kenyon Eckhardt*)
G. E. TV Sets (*Maxon*)

At UPA PICTURES

Ipana (*D. C. S. & S.*)
Borden's Instant Coffee (*D. C. S. & S.*)
Crisco (*Compton*)
Minute Rice (*Y & R*)

At UNITED WORLD FILMS

Philip Morris (*Biow-Beirn-Toi*
Spic & Span (*Biow-Beirn-Toi*
Du Pont Anti Freeze (*BBDO*)
Marlboro Cigarettes (*Leo B nett*)
Tony Home Permanent (*Leo B nett*)
Joy (*Leo Burnett*)

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Passing in Review

FTER CHRISTMAS — AS IT MUST EACH YEAR — COMES NEW EAR'S, and the phenomenon was duly noted by everybody in, around, nd most importantly *on* television last week. Inevitable were the various ear-in-review shows, so dear to the hearts of news analysts and sports nnouncers, the "live" coverage of the gregarious celebrants in action at imes Square, and the various "bowl" games Saturday and Monday.

Christmas, of course, was the leitmotif as the week got underway, with crooge receiving the kind of equal time on all channels which politicians lways demand. Worthy of note were such varied items as NBC-TV's it Parade "remote" from the Rockefeller Plaza skating rink, and the ame network's presentation of readings from Dickens and the Bible by Charles Laughton in dire need of bifocals, both December 24.

On Christmas Day itself, CBS-TV's Omnibus presented Leonard Berntein conducting the Symphony of the Air in The Messiah while NBC-TV's lcoa Hour gave its time to the charming repeat of Gian-Carlo Menotti's Amahl and the Night Visitors." The same afternoon ABC-TV's Super ircus, lately of Chicago, inaugurated its term of New York originations. he following evening, NBC-TV's Robert Montgomery presented an laborate "true fairy tale" about Hans Christian Andersen and Jenny Lind. hining through the redundant flashbacks, the overly complicated narraon and the plastic snow were two extremely honest performances, by rank Schofield as Hans and Lois Smith as Jenny.

Providing welcome counterpoint to all the good cheer of the week were BS-TV's Camera Three "Crime and Punishment" (Part Five) and NBC-V's repeat of Chester Bowles' "Assignment India," both Christmas Day. nother of the better shows was NBC-TV's Medic presentation of "The orld So High," December 26, dealing with aviation medicine. Three ays later, December 29, Medic's Richard Boone pursued the same topic rther, "live," on CBS-TV's Climax. Elsewhere in the week:

TUDIO ONE: "Fair Play," CBS-TV, 1 Hour, 10 P.M., EST, Monday, December 26, 1955. Live, from New York. For Westinghouse.

This adaptation by Loring Manel for television of a novelette by ohn and Ward Hawkins is furer substantiation of the belief at the medium is growing up. ere is a well-turned, well-written nd decidedly well-played drama of soldier wrongly accused of a urder committed by two military olicemen who seek to pin their rime on an innocent man. Dewey artin is the young, inexperienced wyer assigned by the commanant to defend the victim of the rameup, and James Gregory plays at victim. Joe Mantell, Don Gibon, Peter Brandon, and Robert ass are among the capable suporting performers. It is perhaps rue that the wringing of a conession from one of the two guilty en comes a bit too easily; it is evertheless logically developed nd the central theme maintains s integrity. What appeared to e Army stupidity and blindness rns out to be otherwise in an inelligent conclusion.

AX LIEBMAN PRESENTS: "Babes in Toyland," NBC-TV, 1½ Hours, 9 P.M., EST, Saturday, December 24, 1955. Compatible color. Live, from New York. For Oldsmobile.

Victor Herbert's lovely, melodic, appy operetta again, as last year, s offered by Max Liebman, now in olor and black and white. The usical fantasy of the story told y the department store Santa to he little girl, while waiting for er mother, is Victor Herbert at is best, and in this production, vas well-nigh television at its best, s well. Dave Garroway was the pleasant, appealing Santa, and Ellen Barrie the little girl. Dennis Day was Tommy Tucker, singing well; Wally Cox was a perfect Grumio, the toy maker; Jack E. Leonard was a suitably amusingly villanous Silas Barnaby; Bambi Linn and Rod Alexander danced effectively, and too much cannot be said for the sheer artistry and joy provided by Bil and Cora Baird, handling their inimitable puppets. A special word must go to Jack Powell, who in the role of a clown, gave as startlingly expert a turn with a pair of drumsticks as has been seen in many a long day. It was a high spot. The whole production was done with taste, skill and artistry, and emerged a joy to the viewer and a distinct credit to Mr. Liebman and to TV generally.

BOB HOPE SHOW, NBC-TV, 1 Hour, 8 P.M., EST, Tuesday, December 27, 1955. Film. For Chevrolet.

This was variety in the broadest sense of the word, both in geography and in quality. The opening portion of the show, Hope's usual monologue, was a filmed record of his remarks made on his recent visit to troops in Iceland. Some of the gags were funny, some not especially inspired and some so tasteless that they even left his G.I. audience somewhat confused. The highlight of the show was a filmed portion from Hollywood featuring Betty Grable, first in a sharp and wacky skit with Hope in which they played a couple of conniving film stars, and then a production number in which Miss Grable belted out "The Tender Trap," and was backed by the Nick Castle dancers. James Mason participated in another skit purporting to lampoon Medic. He carried on like a man who'd been caught without his trousers and was determined to make the best of a basically embarrassing situation.

ARMSTRONG CIRCLE THEATRE: "Nightmare in Red," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, December 27, 1955. Film. For Armstrong Cork Company.

"Nightmare in Red," the highly touted and supposedly controversial initial documentary in NBC's Project 20 series, was something of an anti-climax. After at least one sponsor had turned down the show for the presumed reason that he didn't want to alienate a customer, Armstrong Cork picked up the tab and thereby received a lot of well-meant congratulations. It's hard to see now what all the fuss was about. A history-on-film—predominantly newsreel with a liberal sprinkling of clips from some of Serge Eisenstein's classic films, "Nightmare in Red" was an always interesting pictorial presentation of Russia from 1905 through the Stalin regime. It was not, however, a penetrating history. The narration was too general and light on dates and facts which might have given the tale dramatic point. What it did provide, and well, were some seldom seen newsreel shots of such as Czar Nicholas II and his family, Lenin, Trotsky and Stalin, and a sense of the continuity between the prostrate Russia of the czars and the formidable giant of the Communist overlords. It's a frightening story, but not one to be told in random newsreel footage cut and spliced to run less than 60 minutes. In any case, producer-writer-director Henry Salomon has something unusual in his Project 20 series and it bears watching.

ROD SERLING PERSONIFIES YOUNG VIGOROUS FOUR-MEDIA WRITERS

by WILLIAM R. WEAVER

HOLLYWOOD: Talk with Rod Serling a while and you find yourself beginning to believe there are no real differences between television and theatrical motion pictures —even between radio and stage— and that they are but superficially separated parts of a single thing which goes by the name of entertainment. You tell yourself it can't be that simple, and Rod Serling doesn't tell you in so many words that it is. But his record does.

So does a new contract with MGM paying him $100,000 for writing two scripts—not necessarily his own—in the next two years, without limiting in any way his activities in other media. Hollywood hasn't written a newcomer a deal like that since Orson Welles flew west on the tails of his Martian radiocast with *carte blanche* to write, produce, direct and star in RKO's "Citizen Kane." That was a milestone. The Serling record says the Serling deal could be another.

Since the first Serling story to come to theatrical exhibition is the greatest Serling story — "Patterns," produced by Michael Meyerberg with most of the original cast plus Van Heflin—the jury ought not to be out long on this question.

Writer Serling—who, by the way, has no ambition to produce, direct or act, as Welles had, but contends stoutly that a writer's business is to write—says the theatrical motion picture offers a vantages unavailable in TV.

The time equation is more favorable, obviously, what with retakes, recuts and even sneak-previews as safeguards against error. And in the matter of budget there is no tolerable comparison. But in one particular respect, a very particular respect to a writer whose special *forte* is anguished suspense, the TV screen does the best job, he says. That is in creating intimacy between actors and audience.

In the past year Writer Serling has sold 21 television scripts. He could have sold as many more as he could have written. He can write more now than he could before he switched from typewriter to tape-recorder, which he says doubled his output. (He is yet to learn from his fellow-writers in the motion picture field that this rate of production is regarded as unseemly, if not downright un-fraternal, in these parts.)

Radio. television and motion picture writing now safely accounted for, Rod Serling is about to undertake the writing of a play for Broadway production.

If it be granted, as it is being freely granted around Hollywood, that this young man is ranking representative of the procession of robust young talents wending its way westward, the circumstance makes the four major audience-media begin to look strikingly like one medium with four windows open, optionally, to the onlooker, two of them for free and two for fee

Small world.

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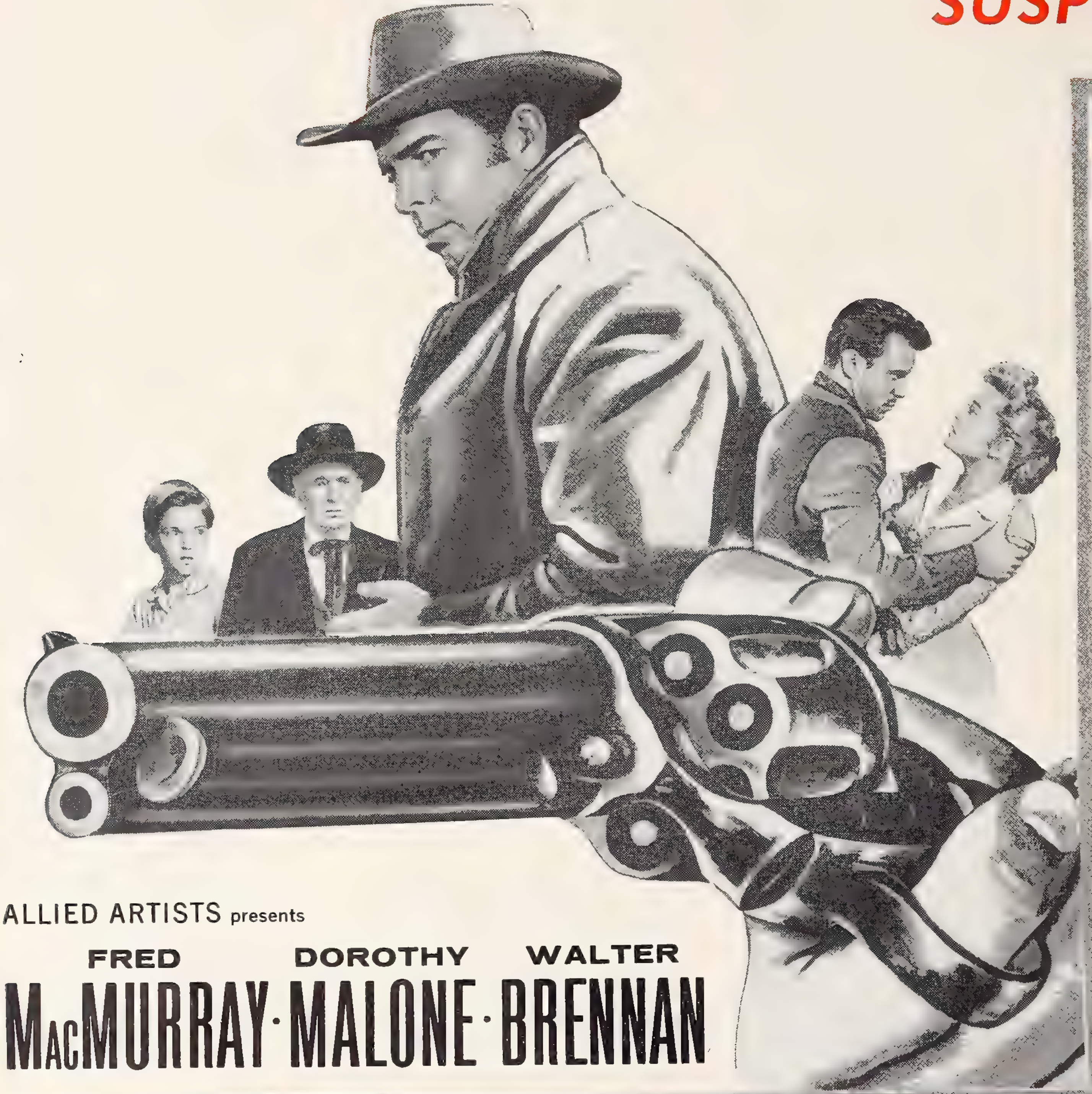

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)L. 79. NO. 2 NEW YORK, U.S.A., WEDNESDAY, JANUARY 4, 1956 TEN CENTS

DITORIAL

UA's Five Years Of Achievement

By Sherwin Kane

UNITED ARTISTS' management, headed by Arthur Krim, Robert Benjamin and associates is pproaching its fifth anniversary. s all the industry is aware, they ave been five years of remarkable chievement during which the comny has been brought from the ink of bankruptcy to a solid place nong the leaders of the industry id to the most successful operatg basis in U.A.'s entire 37 years.

In 1951 when the present mangement picked up the reins, U.A. ossed $18,000,000. In the year just ided, the company's gross had sen to $55,000,000, and a $65,000,000 oss is forecast for this year.

•

This record has been made by the rim group in the face of some of ie most trying competitive probms ever to confront either the mpany or the industry at large.

Not only has U.A. been placed on basis of profitable operation, but day it also is geared for expanon and increasing service to exbitors, producers and the public.

Much of this "building for the ture" was made possible by mangement foregoing salary ineases and dividends. The salaries the partners are the same today in 1951. Earnings have been apied to the strengthening of the mpany, the establishment of oduct sources and of credit for s future.

•

In the next 10 months U.A. will vest $40,000,000 in new production. will expend $7,500,000 on promoon and merchandising of its 1956 leases.

There is in the five years of the rim, Benjamin, William Heineman, ax Youngstein and Arnold Picker ewardship at U.A. an inspiring essage for all in the industry, escially for those pessimists who, ve years ago, professed to see only ie darkest of futures for motion ictures.

34-Picture Lineup Announced

20th-Fox Will Invest More Than $70,000,000 in '56

Twentieth Century-Fox will invest in excess of $70,000,000 in 1956 for the production or release of 34 motion pictures in 35mm. or the new 55mm. CinemaScope processes, it was announced by Darryl F. Zanuck, vice-president in charge of production, following conferences with president Spyros P. Skouras here and at the Hollywood studios.

Spyros Skouras

Darryl Zanuck

Included in the list of major properties which 20th-Fox will produce as pictures are two of Rodgers and

(*Continued on page* 6)

O'Shea Leaves Para. For Executive Post With Magna Corp.

E. K. (Ted) O'Shea has been named vice-president and world sales manager of the Magna Theatres Corp., it was announced yesterday by George P. Skouras, president. O'Shea, a vice-president of Paramount Film Distributing Corp., terminates a nine-year association with that company and will assume his new duties within a few weeks.

E. K. O'Shea

A veteran sales executive, O'Shea became associated with Paramount when the company purchased control of Liberty Pictures. Prior to his affiliation with Liberty Pictures, he was Eastern and Southern sales manager of Loew's, Inc., for many years.

Skouras, in making the announcement, revealed that under O'Shea's

(*Continued on page* 7)

Rites Tomorrow for Loew's E. C. Dowden

A Requiem Mass will be offered at 10 A.M. tomorrow at St. Gerard's Church, Hollis, L. I., for Edward C. Dowden, public relations director of Loew's Theatres, who died Sunday at the age of 61.

Dowden had been with Loew's theatres for 27 years. Born in Brook-

(*Continued on page* 6)

Rules Suburban Houses Not Injured

28-Day Clearance Pattern in Minn. Upheld; Special Status is Denied

Special to THE DAILY

MINNEAPOLIS.—Holding that "there is convincing evidence that an extensive or move-over run builds a picture and the suburban theatres are aided in their box office gross rather than injured," Federal Judge Gunnard H. Nordbye upheld the existing 28-day clearance pattern and denied to William and Sidney Volk, operators of the deluxe suburban Minneapolis Terrace Theatre, a special "move-over" status for the house.

Judge Nordbye's decision, almost a year to the day after conclusion of the lengthy trial, also held that there "is no inference of conspiracy" on the part of the eight major film distributors and RKO theatres and Min-

(*Continued on page* 7)

After Dull Start

Good Grosses Usher in 1956 In U.S. Houses

Broadway, Key Cities Report Sharp Uptrends

By MURRAY HOROWITZ

Strong New Year's weekend grosses boosted holiday business along Broadway here, with outstanding box-office performances chalked up at many first-run situations for the Christmas-New Year's holiday season.

A wonderful $190,000 is indicated for the fourth week of "Kismet" and the traditional Christmas show at the Radio City Music Hall. At the nearby Roxy, a splendid $122,000 is forecast for the third week of "Rains of Ranchipur," with an ice show on the stage.

Broadway showmen, commenting

(*Continued on page* 7)

SecondSchine Trial Starts

Special to THE DAILY

BUFFALO, Jan. 3.—The Schine circuit and its officers will go on trial for the second time tomorrow on charges of criminal and civil contempt.

Defense attorney Frank G. Raichle, Jr., confirmed the trial date which was set after conference between Federal Judge Harold P. Burke and government and defense attorneys. The case was first tried before the late

(*Continued on page* 7)

O'Neil, O'Shea Call RKO Press Parley

An important announcement concerning RKO-Teleradio's and the company's plans for 1956 will be disclosed by president Daniel T. O'Shea and board chairman Thomas F. O'Neil at a press conference to be held in the Cottage Room of the Hampshire House here tomorrow. Subject of the announcement was not disclosed in bids to the press conference.

PERSONAL MENTION

HERBERT H. GREENBLATT, RKO Teleradio Western sales manager, will leave New York today for Chicago.

•

STEPHEN BOSUSTOW, president of United Productions of America, and ERNEST SCANLAN, treasurer and business manager, have arrived in New York from Hollywood.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, and MARTY WOLF, sales manager, will leave New York at the end of this month for Charlotte.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to Washington yesterday from Spokane.

•

GEORGE GAUGHAN, field representative for Theatre Owners of America, will arrive here tomorrow from Memphis.

•

JACK BRONSTEIN, president of Bronstein Drive-in Enterprises, Hartford, has returned there from Scranton, Pa., and Trenton, N. J.

•

MARILYN SMITH, daughter of MARTIN G. SMITH, former president of Allied States, was married in Toledo to JACK BORN, attorney.

•

MARSHALL W. PITKIN, son of BARNEY PITKIN, branch manager for RKO Teleradio in New Haven, was married there to MICHELE SELCON.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, is in Detroit today from New York.

•

ANN STRAUSS of M-G-M's studio publicity department will arrive here tomorrow from Hollywood.

•

NORM LEVINSON, M-G-M press representative in Minneapolis, has returned there from Hartford.

Schultz Takes Over DuMont Presidency

David T. Schultz yesterday assumed the office of president and chief executive officer of Allan B. Du Mont Laboratories, Inc., succeeding Dr. Allen B. Du Mont, who will devote full time to his duties as chairman of the board.

Both men have been key figures in the expansion of the electronics industry over the past quarter century. Schultz has been senior vice-president, treasurer, and a director of Raytheon Manufacturing Co. for many years.

TV Corp. Acquires First Option Rights To Para.'s Shorts

U. M. & M. TV Corp. has been granted first option rights on any short subjects and cartoons Paramount Pictures may produce and wish to release to the TV markets in the future, under the U. M. & M.-Paramount deal involving 1,600 short subjects.

This was disclosed here yesterday in an announcement made by U. M. & M. detailing the provisions of the $3,000,000 deal, under which U. M. & M. may rent the films for television use anywhere in the world and for theatre showings outside the U. S. and Canada. The entire library has sound tracks in French, Italian, Spanish, German, Japanese and Portuguese in addition to English.

The films cover Paramount's short subjects output produced and released through September, it was added. The films include packages of Betty Boop, Little Lulu, George Pal Puppetoons, in addition to musical short subjects featuring George Jessel, Bing Crosby, Eddie Cantor and Ethel Merman.

Deal Closed with Balaban

U. M. & M. president Charles M. Amory concluded the deal with Paramount Pictures president Barney Balaban after negotiations that began in November. Amory was represented by A. W. Schwalberg, former president of Paramount Film Distributing Corp.

The outright purchase was said to represent the largest number of short subjects ever released to TV markets and surpass in number the 1,000 short subjects sold recently by RKO Radio Pictures to C. & C. Super Corp.

The foreign language prints will be distributed theatrically in world-wide areas that do not as yet have television outlets, it was stated.

Screen Gems to State Partial Title List

A partial list of titles of Columbia Pictures feature films which will be released for TV should be ready by the end of the week, a spokesman for Screen Gems stated here yesterday.

The 104 films to be released for TV showing will be marketed by Screen Gems, a Columbia Pictures subsidiary. It was confirmed, meanwhile, that all the pictures involved in the announcement date back prior to August, 1948.

O'Brien Knighted

LONDON, Jan. 3.—Tom O'Brien, general secretary of the British Labor union NATKE, was awarded a knighthood in Queen Elizabeth's New Year honor list. O'Brien is also a member of Parliament, representing the City of Nottingham in the House of Commons.

Goldwyn-FWC Trial Set for Tuesday

Special to THE DAILY

SAN FRANCISCO, Jan. 3.—The new trial date for the Samuel Goldwyn Productions, Inc., anti-trust action against Fox West Coast Theatres, National Theatres and eight other defendants has been set for next Tuesday, it was announced by Federal Judge Edward P. Murphy, United States District Court, Northern California Southern Division.

The trial was set for yesterday but postponed until next week at the request of FWC attorney B. W. Priest.

Hart and Seaton to Goldwyn Award Unit

A change in the composition of the board of judges for the second annual Samuel Goldwyn Creative Writing Award at the University of California at Los Angeles was announced on the Coast yesterday by Chancellor Raymond B. Allen.

Moss Hart, Broadway playwright and president of the Authors League of America, was appointed to the vacancy created by the recent death of Robert Sherwood.

Another change on the board was the selection of George Seaton, recently elected president of the Academy of Motion Picture Arts and Sciences, replacing Charles Brackett, last year's president.

The board will start reading and judging the creative literary efforts of U. C. L. A. students for the 1956 award of $1,000 which motion picture producer Samuel Goldwyn established last year as an annual incentive for the development of new writing talent.

Theatres Abroad, TV Here to Get 'Quixote'

HOLLYWOOD, Jan. 3.—Desi Arnaz has purchased Lazslo Vadny's adaptation of Cervantes' "Don Quixote" for Desilu Productions, which he will co-produce for Vadny as a 90-mintue color film for television in the United States and theatrical release abroad.

The picture will be filmed at the motion picture center here in March and will be submitted upon completion to the networks. The cast has not yet been selected.

Wayne Starts Tour

John Wayne is due here today to start publicity and promotion activities on RKO's "The Conqueror" in which he is starred. On Jan. 11, Wayne will sail for Europe where he will attend premieres in Paris, Berlin, Rome and London, winding up the tour on Feb. 2.

RKO's N. Y. Branch Absorbing Some of New Haven's Dutie

Special to THE DAILY

NEW HAVEN, Jan. 3.—RKO R Pictures is transferring part of distribution activity from New Ha to its New York exchange, effec on Jan. 13.

In letters to the exchange territ Barney Pitkin, branch manager, closed that henceforth box office st ments, collections and accoun matters will be handled at the York exchange. Pitkin will continu manager of sales here.

Shipping will continue from Haven.

Find Fire Violation In 57 Houses Here

One out of the 13 theatres spected yesterday by the New City Fire Department was foun have a violation of fire laws, acc ing to Commissioner Edward F. anagh, Jr., who reported that thus 158 theatres in the five boro have been inspected.

Commissioner Cavanagh said the Harlem Grand Theatre in M hattan was found to have exce material in the stage area.

The Fire Department head that of the 57 theatres found to violations thus far, 35 of these ho already have corrected the uncov faults.

Filmack in Its Neu N.Y. Headquarters

Filmack Trailer Co. has move new and larger New York headq ters on West 44th St., next doo its former home in the Film Ce Bldg. Irving Mack, president, that the move was necessary bec of the increased business volume

Sales and executive staffs are in new quarters, while the laborat and studio remain in the old loca Max Herschmann is in charge theatre sales, Donald Macks h the television sales division and Saperstein is in charge of produc

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CINEMASCOPE
▶ Three Channel interlock projection
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. Telephone 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

arold C. Harsh, production man- · of the Ansco division of General ine & Film Corp., has been ed to the newly created post of ager of operations.

□

aul Jenkins, sales representative Wil-Kin Theatre Supply Co. of nta, has been transferred to the ·ida territory, replacing **Walter odward**, who has resigned.

□

be Kramer, executive of Asso- ed Theatres circuit of Cleveland, ' up from his Florida home to nd the company's holiday party will be back in Cleveland on . 20 to attend the testimonial ıer for **M. B. Horwitz,** honoring 70th birthday and his 45 years exhibition.

□

ien Gross, district manager for th Management Corp. in Wiscon- Illinois and Indiana, won first :e in the circuit's recent payroll test.

□

Elmer F. Lux, chief barker of the falo Variety Club and prominent exhibition circles, has been selected ›ne of the "10 outstanding citizens Buffalo by a board of editors of 'Evening News.'"

□

Ioward Greenstein, city salesman Universal in Minneapolis, has n elected president of the Reel lows, Film Row social organi- ;on. Serving with him will be **d Bunkelman,** vice-president; **Mort henberg,** secretary-treasurer, and **› Levy,** sergeant-at-arms.

□

Mr. and **Mrs. Andrew Cutter** are new owners of the Magnolia The- e in Titusville, Fla.

□

Ted Abrams has been named direc- of public relations and advertising Associated Screen News, Ltd., of ›ntreal.

□

Mary Brockett, head booker for escent Amusement Co., Nashville, the last 45 years, has resigned.

estore Winsted House

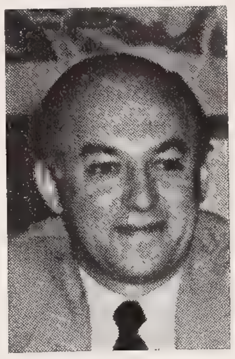
HARTFORD, Jan. 3.–Lockwood & ›rdon is planning a complete re- ›deling job at the Strand, Winsted, ›nn., which was closed following t summer's disastrous Connecticut ods. Lou Gordon, circuit partner, ticipates an early spring reopening the theatre, only conventional, ır-wall house in that city.

To Serve as 'Advisor'

Italian Industry Will Retain A Hollywood Story 'Editor'

By LESTER DINOFF

The Italian motion picture industry is seeking a Hollywood story editor who will act as an advisor to producers who slant their product for the U. S. market, according to Seymour Poe, IFE Releasing Corp. executive vice-president, who also indicated here yesterday that his company had hopes of releasing 12 pictures in this country in 1956.


Seymour Poe

Poe, who recently returned from a three-week trip to Rome and Paris, stated at a trade press conference that he had suggested to the IFE board of directors at Rome that a Hollywood story editor should be retained as an advisor to help overcome the lack of definite story value in Italian films.

"Technically, the Italian film industry is on a par with the Hollywood production industry, but Italian films, in my opinion, lack definite story values and this is the chief reason for the misses in this market," Poe said. He reported that in discussing this issue with the IFE board, it was suggested that ANICA, Unitalia or IFE retain a Hollywood story editor who would help "in tailoring films for the U. S. market."

Poe, in commenting about the lineup of IFE releases for 1956, said that thus far six films are definitely set and that he hopes to acquire three more Italian pictures and possibly three French pictures for U. S. release this year. He said that the IFE board in Rome had "given IFE New York a vote of confidence for the future." The IFE Releasing official said that among the three Italian films which will be added to the lineup are one CinemaScope and color film, another color film and one in black-and-white. He said that following discussions with a French film delegation headed by Jacques Flauve, in Rome, and with M. Frenay, head of the French producers association, in Paris, he is of the opinion that French producers are "favorably disposed in channelling their good product through IFE Releasing for American distribution." He said that he had asked for three top French films for 1956 release.

Poe said that the Italian film industry is elated over success of "Ulysses" in the U. S. market and hopes that co-production deals with American producers could be stimulated. He said that the Italian industry has hopes that "War and Peace" will also attain success here.

The six pictures which are definitely set for IFE Releasing distribution in 1956 are "Lease of Life," "Lost Continent," "Madellena," "Riviera," "Madame Butterfly" and "Return of Don Camillo."

A producer representative company has been set up by Ralph Serpe and E. R. Zorgniotti specializing in establishing co-production deals between American and Italian producers and handling other motion picture duties, according to Seymour Poe, IFE Releasing Corp. executive vice-president, who yesterday stated that this company is unaffiliated with IFE.

Fairbanks, Altec's N.E. Engineer, Dies

Robert D. Fairbanks, veteran Altec Service field engineer in the New England area, died suddenly at his home in Wellesley Hills, Mass.

Fairbanks, associated with ERPI, predecessor of Altec, was engaged in theatre sound service activities for many years. More recently, he had been a member of Altec's New York headquarters engineering staff. Interment, in Boston, was private. Fairbanks is survived by his wife.

Al Ackerman, 49

DETROIT, Jan. 3.–Al Ackerman, 49, operator of the East Side Theatre here, died in Northwest Grace Hospital here following injuries sustained recently in an automobile accident. He is survived by his wife, Dorothy, two daughters, his father, and two sisters.

U-I to Offer Press Serial on Goodman

A five-part serialization based on the life of Benny Goodman will be offered the newspapers of the United States and Canada by Universal-International in connection with that company's release of "The Benny Goodman Story."

The offer will be made officially in the Jan. 7 issue of "Editor and Publisher" and "Publisher's Auxiliary." It follows the pattern of a similar offering on the life of Audie Murphy in connection with the release of "To Hell and Back."

Oakland Critic Dies

OAKLAND, Jan. 3.–Wood Soanes, long time drama critic for the Oakland "Tribune," died from an accidental gun-shot wound. He was 60 years old. Soanes was 1955 president of the San Francisco Critics' Council.

For 1956

Fitzgibbons Says Canadian Outlook Good

By M. L. SCHWARTZ

OTTAWA, Jan. 3.–Despite the spread of TV throughout Canada and the admitted effects on theatre attendances during 1955 from this development, earnings of better grade motion picture theatres in 1956 may be above those of 1955 and the outlook for such theatres is better now than a year ago at this time.

Cites High Quality

In fact, J. J. Fitzgibbons, president of Famous Players Canadian Corp., Ltd., has indicated this viewpoint, too, in a year-end forecast now, suggesting that his company should record improved earnings in 1956 compared with 1955 due in part at least to the high calibre of pictures scheduled to be shown in his company's theatres in the year ahead.

Federal officials here believe that economic conditions in Canada will not only continue to be as good in 1956 as in 1955, particularly in the first half of the year, but there are hints that they may be even better so that Canadians will likely spend more for entertainment. With more leisure time, more earnings and more people now getting over the initial enthusiasm about TV at home, Canada's theatres may attract more attendances in 1956, particularly because, as Fitzgibbons has stressed, pictures are expected to be of better quality in direct competition with TV.

Theatre Decline Expected

For economy reasons, it is expected that the number of theatres in Canada may decline somewhat due to the trend of more Canadians patronizing the larger, higher grade theatres and the general shortage of good pictures which has affected adversely multiple change policies and raised length of runs of films, it is said. In addition, the number of cars in operation now in Canada has increased spectacularly so that many more Canadians travel many more miles to see a good picture.

In any case, Fitzgibbons' forecast of better earnings for Canada's theatres in 1956 is strongly supported by responsible opinion here.

43d IRE Meet Set For March 19-22

The 43rd annual Institute of Radio Engineers convention will be held on March 19-22 at the Waldorf-Astoria Hotel and the Kingsbridge Armory here.

The convention, which will have over 250 technical papers and 55 technical sessions presented, will be highlighted also by some 750 exhibits at the Kingsbridge Armory.

"FOREVER DARLING

SYNCHRONIZE YOUR PLAYDATE T

Lucille Ball

Desi Arnaz

James Mason

HOW TO MAKE MONEY!

FIRST BIG COMEDY OF THE NEW YEAR!

Act fast! The release date of "FOREVER DARLING" is February 10th and the most complete campaign ever devised, with brand new ticket-selling ideas, is synchronized with its national saturation distribution. M-G-M's previous Lucille Ball-Desi Arnaz success "The Long, Long Trailer" had terrific exploitation tie-ups that ballyhooed it into a box-office money-maker, but you haven't seen anything like this. The Quaker Cereal tie-up alone with its "free movie ticket for junior with paying adult" will boom box-offices everywhere. Study the details that follow, get the press book with even more ammunition and get your share of the gravy! Preliminary promotion starts below.

LUCY-DESI "IN PERSON" TOUR

They can't go everywhere but they've picked key places where the penetration will spread the widest. Here's just their beginning. Starting Sunday, Jan. 29th, a 1-day appearance in Chicago, Cleveland, Detroit, Pittsburgh, Philadelphia and 2 days in Jamestown, N.Y.

JAMESTOWN WORLD PREMIERE

Full scale World Premiere in Jamestown, N.Y., birthplace of Lucille Ball, on Feb. 7th. Rousing "Welcome Home!" with radio, newsreels, TV and wire services blanketing the nation. Backed by City Fathers, with entire town participating.

PRESS PARTY ON U.S.S. CONSTITUTION

On Feb. 9th aboard the U.S.S. Constitution in New York harbor, a special press party to honor Lucy-Desi in person, with 150 people prominent in newspaper, TV, radio, civic, fashion and society worlds.

BROADWAY PREMIERE

Following that, and on the same night, Lucy-Desi will attend a gala Broadway premiere of their big new comedy attraction.

SOMETHING NEW

FREE MOVIE TICKETS INSIDE QUAKER CEREAL PACKAGES

M-G-M's sensational and unprecedented national tie-u on "Forever Darling" ("Forbidden Planet", too!) put money right into your till. Every package of Quaker Oat or Mother's Oats, Quaker Puffed Wheat or Quake Puffed Rice, Muffets Shredded Wheat and Quaker Pack O-Ten will carry a free movie ticket for youngsters unde 12 years old, provided he or she is accompanied by paying adult. This "Free Movie" offer is the best shot in-the-arm for business in years. Quaker Oats in tremendous national advertising campaign will us newspaper and magazine ads and many kinds of displa accessories for supermarkets and grocers. Its staff of 7 merchandising men and 485 salesmen will cooperat with M-G-M and theatre playdates. Following is th stupendous newspaper, magazine, TV and radio penetration which covers the nation:

1. **FULL PAGE LOOK AD** (on sale February 7) Reade ship 19,500,000.
2. **SUNDAY COMICS**—In 124 Sunday newspapers acros the nation on Feb. 12th, a 4-color ad with 100 millio readership.
3. **SUNDAY SUPPLEMENTS**—Family Weekly, Feb. 1 issue, in 101 newspapers with 7,500,000 readershi
4. **TV's "SGT. PRESTON OF THE YUKON"**—O CBS-TV at 7:30 to 8:00 P. M. EST every Thursda over 72 stations starting Feb. 2 and for 10 weeks plug for the movie offer reaches 15 million viewers.
5. **RADIO'S "HERE'S HOLLYWOOD"**— On 50 Mutual radio stations from 12:05 to 12:10 P.M. dail EST, Mon. through Fri. from Feb. 1st through Apr 2, an estimated 962,000 listeners in 740,000 home
6. **EXTRA! SUNDAY COMICS**—In 88 newspapers nationwide March 18 a second 4-color ad with 85 millio readership.

Imagine: $400,000 Extra Plan

Additionally, Quaker Oats has made an allocation $400,000 as a display allowance in a special plan obtain the strongest possible dealer assistance. Deal materials to span America: 7,500 grocery store Spectac lars, in the form of a theatre box-office. 50,000 commerci Stack Cards featuring the movie offer. Flash Sheets f salesmen. 7,500 Spectacular Robots. 50,000 Stack Card

EB. 10TH! ACT FAST!

1-G-M's "NEW IDEA" MASS CAMPAIGN!

000 DEPARTMENT STORES IN BIG NATIONAL TIE-UPS

AMAZING TIE-UP! Join the hundreds of heatres whose play-dates synchronize with M-G-M's terrific St. Valentine's Day promotion. *("Forever Darling" is the perfect title for it!)* ,000 department stores participate. A special kit is available to them which incorporates your heatre tie-in. Imagine the benefit your box-office vill get from the following:

GHT DRESS — **MUNSINGWEAR.** "Forever Darling" ntdress and peignoir. Inspired by Lucille Ball's wardrobe. tured in full color in February Harper's Bazaar. Ideal for entine's Day and subsequent promotions.

NDY — **ROSEMARIE DE PARIS, INC.** "Forever Darling" dy. Special assortment for your Valentine's Day tie-up, for other play-dates. Contact: Rosemarie de Paris, Inc., New Street, East Boston 28, Massachusetts.

ATS — **BENDER & HAMBURGER CO.** "Forever Darling" vel Costume and Evening Coat. Interpreted from Lucille l's costumes. Contact: Bender & Hamburger Co., 498 enth Ave., New York, N. Y.

DE'S MAGAZINE — **BRIDE'S MAGAZINE.** Offering free motional material, cards and ad reproductions on "Forever rling" to stores who write directly. Contact: Wells Drorgh, Jr., Bride's Magazine, 527 Fifth Ave., New York 17.

JAMAS — **HARWOOD MFG. CORP.** "Forever Darling" amas for him and her. Free window display cards and newser mats. Contact: Harwood Mfg. Corp., 261 Fifth Ave., v York, N. Y.

ESSES — **WESTOVER FASHIONS, INC.** "Forever Darling" ss. Contact: Westover Fashions, Inc., 1400 Broadway, New k 18, N. Y.

A VICTOR RECORDS — **RCA VICTOR** recording by the es Brothers with Hugo Winterhalter & Orchestra of the g "Forever Darling" plugged in the picture. 45 or 78 rpm. ord No. RCA 20/47-6400.

APERIES — **WAVERLY BONDED FABRICS.** 2 "Forever rling" patterns in Glosheen fabrics for draperies. Contact: verly Bonded Fabrics, 60 West 40th St., New York, N. Y.

SPREADS — **MARCUS BEDSPREAD & DRAPERY CORP.** rever Darling" bedspread sets. Contact: Marcus Bedead & Drapery Corp., 261 Fifth Ave., New York 16, N. Y.

LLS — **ALEXANDER DOLLS.** "Forever Darling" bridal l, 21″ tall miniature of Lucille Ball dressed in wedding vn, jewelry and bridal veil. Contact: Alexander Doll Co., ., 153 East 24th St., New York, N. Y

H TRAY — **WESTCORT CO.** Ceramic Ash Tray. "Forever rling" new-idea ash receiver. Contact: Westcort Co., 4 East d St., New York 22, N. Y.

M CHAIR — **JAMESTOWN ROYAL UPHOLSTERY CORP.** cially designed "Forever Darling" arm chair. Contact: nestown Royal Upholstery Corp., Jamestown, N. Y.

JEWELRY — **LEO GLASS & CO., INC.** Fashion Jewelry. "Forever Darling" necklace & earring sets. Contact: Leo Glass & Co., Inc., 37 East 18th St., New York 3, N. Y.

DELL COMIC BOOK — **DELL PUBLISHING CO.** "Forever Darling" 10¢ comic book, on sale January 12, 1956. 100 Dell sales promotion men, coast-to-coast will help with tie-in displays and other promotions. Contact: Dell Publishing Co., 261 Fifth Ave., New York, N. Y.

WEDDING GOWN — **MURRAY HAMBURGER & CO., INC.** "Forever Darling" wedding gown adapted from the fabulous $4,000 gown worn by Lucille Ball. Also matching cap; bridesmaids' gowns. Advertised in January Bride's Magazine. Contact: Murray Hamburger & Co., Inc., 498 Seventh Ave., New York, N. Y.

M-G-M RECORDS — **M-G-M RECORDS** has recorded Desi Arnaz's rendition of the title song "Forever Darling." Vocal by Desi and The Pied Pipers. Available through local M-G-M Records distributors. No. M-G-M 12144—78 rpm. No. K 12144—45 rpm.

Other Tie-Ups:

DODGE DEALER — **DODGE CARS.** New 1956 model seen in the picture to be featured in street ballyhoo, salesroom windows, other extensive promotions.

SHEET MUSIC — **LEO FEIST, INC.** "Forever Darling" sheet music with movie-credit cover. Contact: Leo Feist, Inc., 799 Seventh Ave., New York, N. Y.

NATIONAL M-G-M AD SATURATION

In addition to the countless millions reached by the many tie-ups, M-G-M will blast the national and fan magazines with ticket-selling ads, plus a teaser and display newspaper campaign geared to the Feb. 10th national release date. "Picture of the Month" column alone will have a readership of close to 50 million, in Good Housekeeping, True Story, McCall's, Woman's Home Companion, Parents', Redbook and Seventeen. TV Guide's 9 million readers will be reached through the 38 regional editions keyed to national release and actual play-dates.

M-G-M presents

LUCILLE BALL · DESI ARNAZ · JAMES MASON

in

"FOREVER DARLING"

Co-Starring **LOUIS CALHERN**

with

JOHN EMERY · JOHN HOYT · NATALIE SCHAFER

Screen Story and Screen Play by **HELEN DEUTSCH**

Photographed in **EASTMAN COLOR** · Print by **TECHNICOLOR**

Directed by **ALEXANDER HALL** · Produced by **DESI ARNAZ** · Associate Producer **JERRY THORPE**

A Zanra Productions, Inc. Picture

Filmed in Hollywood by Desilu

(Available in Perspecta Stereophonic or 1-Channel Sound)

M-G-M WEEK—FEB. 5-11

"An M-G-M Picture on Every Screen of the World"

Dowden

(*Continued from page 1*)

lyn, he worked during his twenties as a police reporter for the Brooklyn "Citizens" and later for the "Standard Union." While with Loew's Theatres, he handled publicity for Loew's Metropolitan Theatre in Brooklyn, and for many years was assistant to Oscar A. Doob, and later Ernest Emerling, national publicity and advertising director for the circuit.

In World War I Dowden served as Chief Field Deputy U. S. Marshal. During World War II he was chairman of the special events committee of the motion picture industry's War Activities Committee.

Active in Charities

For 20 years he had also served as publicity director for the Emerald Association, which conducts fund-raising drives for child-care institutions in the Roman Catholic Diocese of Brooklyn. Dowden was also a director of the Roman Catholic Orphan Asylum, and a member of the advisory board of the Angel Guardian Home in Brooklyn. In recognition of his charitable and philanthropic activities, he was named a Knight of St. Gregory by Pope Pius in June, 1954.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

MAX LIEBMAN'S next NBColor spectacular skedded for Saturday, Jan. 21, will be a gay musical comedy, "Paris in the Springtime," by Bill Friedberg and Neil Simon, replacing the Jerome Kern-Otto Harbach musical, "The Cat and the Fiddle," which will be re-scheduled later this season. "Springtime" will co-star Dan Dailey, Helen Gallagher, Gale Sherwood, Jack Whiting, Bambi Linn and Rod Alexander. . . . About 30 CBS news execs and newsmen, including seven stationed all over the world, are attending a two-day news conference in N. Y. headed by Sig Michelson, veep in charge of news and public affairs. . . . Alan Freed, whose WINSpieling of Rock 'N' Roll music has made him one of New York's most popular deejays, has been named chairman of the Teen-Agers March to Beat Childhood Nephrosis. Alan left yesterday for Hollywood for a featured role in the forthcoming Columbia Pictures' "Rock Around the Clock," and returns in three weeks. . . . Roland Reed's dramatic telefilm series, "Waterfront," starring Preston Foster, and nationally syndicated by MCA-TV Ltd., took top honors in a special ARB survey of 10 markets polled in November. In Charleston, S. C., it hit a high of 37.0; Spokane, 34.7 and Boise, Idaho, 31.7.

☆ ☆ ☆

Giesele Mackenzie

Gisele Mackenzie, multi-talented TVision of "Your Hit Parade," will fly to the Coast next week to guest on the "Dinah Shore Show" Tuesday, Jan. 17. Patrice Munsel will also trade songs and bon mots with Dinah and Gisele on the NBChevrolet's music show. . . . King's Wine has renewed sponsorship of the CBSyndicated teleseries, "The Whistler," in six important Pennsylvania markets namely—Altoona, Lancaster, Philadelphia, Pittsburgh, Scranton and Wilkes-Barre. . . . TV-radio actress Connie Clausen believes that "parity begins at home." Featured regularly on the "Dr. Spock Show" every Sunday TVia NBC, Connie will bring her year-old twin sons to appear on the program Jan. 15th when the show will be devoted to the raising of twins. . . . Florence Chadwick, the channel swimmer, has identified herself with another channel. As a roving reporter, she'll tape interviewers with sports celebrities for Bill Stern's "Sports Today" series TVviewed on Channel 7.

☆ ☆ ☆

Charles C. Bevis, Jr., who joined NBC in 1936 and where he made steady upward progress ever since, has been named gen. mgr. of WBUF-TV, UHF owned and operated NBC station in Buffalo, N. Y. . . . In order to capture the stark realism of the heart-throbbing dramatic events that take place in but a few hours in any large hospital, Phil Reisman, Jr., author of next Tuesday's Armstrong Circle Theatre presentation, "Ward Three-4 P.M. to Midnight," spent three weeks at St. Luke's Hospital in New York, mingling with doctors, nurses and internes in their daily rounds. . . . Wallace A. Ross, founder of Ross Reports and more recently vice-president of Box Office Television, Inc., has joined the New York office of Arthur P. Jacobs, public relations. . . . Washington's top teevee personality, Milton Q. Ford, will start his new NBC series next Sunday at 11:30 ayem. Milt has been spinning records and yarns via WMAL for years and has acquired a terrific audience in the nation's capital. . . . News ABCaster Art Van Horn will act as New York scout for Art Baker's interesting "You Asked for It" program.

☆ ☆ ☆

Business with Filmack Trailer Co. expanded so rapidly in the past few years that there was a great need for additional space at the Gotham branch. Unable to push back the walls at its present location in the Film Centre Bldg. at 630 Ninth Ave., prexy Irving Mack did ALMOST that. Leased extra space at 341 W. 44th St. right next door. . . . Staff director at NBC for some time, Roland Smith has been named musical director of Bill NBCullens' early morning "Pulse" series. . . . Sudden thawt: has anyone ever called them "Madison Avenue-dniks?" . . . Good-looking young blonde who took over Monday as new school marm in the WABChildren TV program, "Romper Room," is Jane Fisher who moved into town from Philadelphia where she had her own program TVia WPTZ. . . . Truth is stranger than fiction dept. (or hadn't you heard?) No writer of sports fiction could have contrived a more thrilling finish than that which took place in Monday's "Rose Bowl" gridiron match between UCLA and Michigan State, a veritable TV NBClassic.

Fox to Invest

(*Continued from page 1*)

Hammerstein's musical presentation nine Broadway stage hits and 14 best-selling novels, Zanuck disclosed.

The 20th-Fox vice-president state that the studio will produce two pictures annually in the 55mm. CinemaScope process. The two production filmed in this process are "Carousel already completed, and "The Kin and I," currently in production. Th former film will have its national release in February while "The Kin and I" will be ready for distributio in certain theatres in September.

It was revealed by Zanuck that h plans to personally produce "Th Man in the Gray Flannel Suit" an "Island in the Sun" this year. Budd Adler has "The Lieutenant Wor Skirts," "The Bottom of the Bottle, both already completed and set fo release; "The Revolt of Mami Stover," "Bus Stop," "A Hatful o Rain," "The Day the Century Ended," "Solo" and "Heaven Knows, M Allison."

Ten Producers Assigned

Other producers and their assignments are: Samuel G. Engel—"Bernardine," "A Roomful of Roses" an "Boy on a Dolphin"; Nunnally Johnson—"Do Re Mi" and "Oh Men, O Women"; Charles Brackett—"Th Sixth of June" and "The Desk Set" Henry Ephron—"23 Paces to Bake Street," "Can Can" and "The Bes Things in Life Are Free"; Herber Bayard Swope, Jr.—"Hilda Crane" James Mason—"Jane Eyre," "Hig Wind in Jamaica" and "Ten Fee Tall"; Robert L. Jacks—"The Prou Ones" and "The Circle"; Willia Bloom—"On the Threshold of Space" William Hawks—"The Last Wagon" Andre Hakim—"The Man Who Neve Was."

'Shack' to Globe

"Shack Out on 101," Allied Artist picture, will have its New York premiere next Monday, at the Glob Theatre.

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learance

(*Continued from page 1*)

sota Amusement Co. (American oadcasting-Paramount Affiliates) in tricting extended first run films in nneapolis to the loop area, thereby minating the Volk brothers' request almost $1,000,000 under the triple nages provision of the Federal i-trust laws.

17-Page Memorandum

Judge Nordbye, in a 17-page memundum decision, held that "no exbitor has absolute right to compel distributor to grant it an earlier n." The Volks contended that the nstruction costs, location appointents and the type of deluxe operans of their Terrace Theatre at Robnsdale, just West of the Minneapolis y line, entitled the house to special nsideration in the form of a special earance equal to that of the downwn move-over houses.

chine Trial

(*Continued from page 1*)

dge John Knight, who died before could render a verdict after 13 eeks of litigation.

Government sources said the secd trial is expected to be completed about a week, indicating both sides ve agreed to stipulate much of the timony offered in the first trial.

lyer and Louis Schine Defendants

Principal defendants are J. Myer hine and his brother Louis. Elmer Lux, one of the original defendts, won judgment at the conclusion government's case before Judge night.

The contempt proceedings charge fendants with conspiring to violate e 1949 consent decree between the vernment and Schine.

'Shea to Magna

(*Continued from page 1*)

idance, plans for accelerated distrition of "Oklohoma" throughout e United States would be formued.

Concurrent with the announceent, Barney Balaban, president of ramount Pictures, expressed "a ep sense of personal and profesnal regret" at O'Shea's resignation. laban stressed "many important ntributions to Paramount's success d welfare" made by O'Shea during association with the company.

Balaban was joined by George eltner, in charge of world sales for ramount, in expressing best wishes r O'Shea's "further and continued ccess."

oseph Sandler, 34

BOSTON, Jan. 3.—Services for seph Sandler, 34, former manager the Kenmore Theatre here, will be eld tomorrow at the Stanetsky's uneral Home, Brookline, Mass. ndler, who died as a result of an tomobile accident last August, is rvived by his wife and three ildren.

Good Grosses Greet '56

(*Continued from page 1*)

on the weekend, said that the big business was done on Sunday and Monday, while New Year's Eve was described as "good" but not outstanding. Many theatres hiked admission prices from 25 cents to 30 cents for the New Year's Eve performance.

"Guys and Dolls" at the Capitol is due to register a chunky $75,000 for its ninth week there.

At the Paramount, a healthy $65,000 is estimated for the second week of "Artists and Models." "The Rose Tattoo" at the Astor is expected to hit a sturdy $59,000 for its third week. At the neighboring Victoria, a great $51,000 is seen for the third week of "The Man with the Golden Arm," while over at the Criterion, a fine $40,000 is predicted for the second week of "The Court-Martial of Billy Mitchell."

Cinerama, 'Oklahoma!' Popular

Extra shows for the roadshow engagements of "Oklahoma!" and "Cinerama Holiday" swelled grosses at the Rivoli and Warner, respectively. An extraordinary $63,000 is seen for the 12th week of "Oklahoma!" and a sizable $54,000 is estimated for the 47th week of "Cinerama Holiday."

"The Littlest Outlaw" broke a house record at the Trans-Lux 52nd Street, with a big $24,800 seen for its initial seven days. "The Indian Fighter" at the Mayfair, it is indicated, will do a good $29,700 for its second week, while a fairly nice $22,000 is forecast for the second week of "Man with the Gun" at Loew's State.

'The Prisoner' Is Strong

Excellent business is being chalked up by "The Prisoner" at the Plaza, with $16,000 indicated for the third week. Only a fair $14,000 is due for the second week of "Dance, Little Lady" at the Globe, while a somewhat disappointing $4,000 is estimated for the second week of "It's a Dog's Life" at the Trans-Lux Normandie. The second week of "The Night My Number Came Up" at the Sutton is heading for an all right $13,400, while a fair $8,800 is estimated for the first week of "Too Bad She's Bad" at the Bijou.

Regarding neighborhood business in the city, many circuit officials described it as good, but in some instances not living up to expectations.

Nationally, an official of American Broadcasting-Paramount Theatres said business this holiday season is comparable to the sizable business done by ABPT theatres last year.

Meanwhile, MOTION PICTURE DAILY field correspondents told of strong New Year's weekend business in most situations. Reports from key cities follow:

Chicago: New Year's weekend was a very profitable one for leading theatres, with increases in some instances exceeding the previous holiday weekend. Among those submitting sizable figures were State Lake, where "Artists and Models" grossed $59,730 for its second week; "Guys and Dolls," $67,000 for its seventh week at Chicago; "Quentin Durward," $12,300 for its second week at the Monroe; $48,600 for "Man with the Golden Arm" at the Woods; $44,000 for "I'll Cry Tomorrow" for its second week at United Artists; $8,500 for "Diabolique" at the Ziegfeld; $31,500 for "Second Greatest Sex" at the Oriental; $22,200 for "The Littlest Outlaw" at the Loop Theatre. Ticket reservations for "Oklahoma!" at the McVickers indicate capacity business for several weeks to come.

Washington: Motion picture theatre business in the nation's capital picked up considerably during the holiday week and over the New Year's weekend. After disappointing receipts over the three-day Christmas weekend, both first-runs and neighborhood theatres reported that business became quite good during the week and was excellent over the three-day New Year's weekend.

Charlotte: The box-office lift spurred by a number of good Christmas attractions continued over New Year's Day. Among those films enjoying top business were "The Court-Martial of Billy Mitchell," "Guys and Dolls" and "Second Greatest Sex."

Baltimore: Theatre managers, encouraged by the holiday business, look forward to 1956, seeing a greater supply of quality product.

Boston: The Sunday midnight shows staged by nearly all first-runs in downtown Boston were disappointing. The old Boston blue laws with a curfew on liquor and entertainment, plus the peculiarity of the weekend holiday, was given as the reason. Yet the over-all weekend business was strong and satisfactory, although not up to last season's figures.

Des Moines: Holiday business has been excellent in Des Moines with "Guys and Dolls" setting the pace.

Portland, Ore.: All downtown Portland theatres reported increased attendance from ten to 20 per cent above normal. "Guys and Dolls" at the Broadway broke all house records.

Minneapolis: After a disappointing Christmas weekend, business gained steadily throughout the week and was climaxed by capacity crowds over the three-day holiday. "Guys and Dolls" continued strong at the RKO Orpheum and "The Lieutenant Wore Skirts" and "Artists and Models" also did very well at the State and Radio City, respectively. "Tarantula" and "Running Wild" grossed an amazing $10,000 at the Pan Theatre.

Los Angeles: In its first week at the Fox Beverly here, "The Man with the Golden Arm" earned an all-time high of $25,234, topping by more than 40 per cent the former house record set in 1946 by "The Best Years of Our Lives."

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ever
filmed
by
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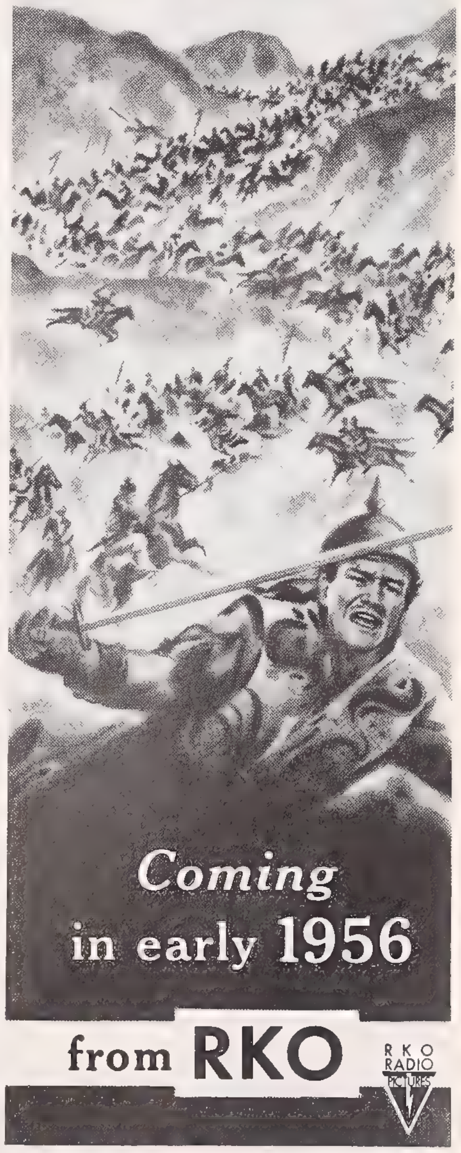

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LOVE IS A MANY-SPLENDORED THING

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co-starring

WILLIAM HOLDEN

And for Easter

co-starred with

GREGORY PECK in

THE MAN IN THE GRAY FLANNEL SUIT

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 79. NO. 3 NEW YORK, U.S.A., THURSDAY, JANUARY 5, 1956 TEN CENTS

eet Next Week

'OA, TESMA n Executive essions Here

nvention Plans, SSBC earings on the Agenda

n informal meeting among top cutives of Theatre Owners of erica and Theatre Equipment & ply Manufacturers Association will place here next Tuesday or dnesday to finalize plans and posy sign contracts covering the joint vention and trade show of both ups which will be held Sept. 19-25 he New York City Coliseum.

lyron Blank, president of TOA, xpected to arrive here early next k for the meeting with TESMA to delve into other TOA matters. he board of directors of TESMA hold its first meeting since the

(*Continued on page 8*)

ooking-Buying Unit ts Cleveland Meet

Special to THE DAILY

ALT LAKE CITY, Jan. 4.—Sidney Cohen, president of the recently anized National Association of n Service Organizations, anced that there will be a full nbership meeting of the profesal buying-booking group at the el Cleveland, in Cleveland, on . 18-19.

rospective members from exnge areas not represented at the al meeting will be invited to the veland session, he said.

his second meeting within a

(*Continued on page 8*)

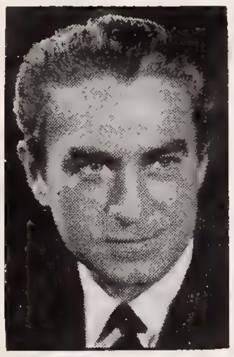
isiness Returning Normal in N.W.

Special to THE DAILY

RTLAND, Ore., Jan. 4. – Flood ers have receded from all sections South-Central Oregon and North- California where several theatres ed because of the storms and high er. Theatre business is returning normal in the area and has been ped by clear and cold weather.

Hugh Owen Named Para. Eastern Sales Head; Deneau Takes Western Division

Following the resignation of E. K. (Ted) O'Shea as vice-president and Eastern sales manager of Paramount Pictures, a realignment in the domestic distribution setup was announced here yesterday by George Weltner, world-wide sales chief.



Hugh Owen

Sidney Deneau

Hugh Owen, until now vice-president and Western sales manager, has been named Eastern sales manager, replacing O'Shea. Sidney G. Deneau, who had been assistant to O'Shea, has been appointed Western sales manager.

Deneau joined Paramount in 1953 after serving in both distribution and exhibition, starting his industry career with Fox Films in 1926 in New York. He subsequently held executive posts with the Brooklyn Paramount Theatre, Fox Theatres, Fabian Theatres and the Schine circuit. After his Army service, he became distribution manager for Selznick Releasing Organization.

Owen has held top sales and executive posts with Paramount and Vanguard Films.

First 48 Runs Still Going

'Guys and Dolls' Gross $4,200,000 In Under 60 Days; Tops 'Best Years'

Samuel Goldwyn's "Guys and Dolls" is piling up some records in its first 48 engagements (all of which are still in progress) which give weight to the argument that only the big ones will do big business in today's market.

The Goldwyn picture has grossed $4,200,000 to date. Eight of its engagements began in November; the other 40 on Dec. 23—just two weeks ago tomorrow.

Not only is "Guys and Dolls" swiftly and impressively backing up the viewpoint of those who go along with the "fewer but bigger" production theory, but in a number of dis-

(*Continued on page 8*)

Ad in 'Times' Puts Rank's Case Before U. S. Film-Goers

The Rank Organization yesterday took its bid for more American playing time for its pictures directly to an American audience for perhaps the first time.

In a full-page advertisement in the special annual International Financial and Business Review section of the

(*Continued on page 2*)

Monday Deadline for Gov't 16mm Objection

From THE DAILY Bureau

HOLLYWOOD, Jan. 4. — James McGrath, chief of the local anti-trust division, today said the Government has until Monday to present its objection to Federal Judge Leon R.

(*Continued on page 8*)

Second Schine Trial May End Tomorrow

Special to THE DAILY

BUFFALO, N. Y., Jan. 4.—The second Schine trial on charges of criminal and civil contempt started today before Federal Judge Harold P. Burke and it is expected that it will end on Friday. Both sides have stipulated to receive in evidence for this trial virtually the entire record of the first trial.

The only new material will be tes-

(*Continued on page 8*)

Succeeds McGee

K.E. Anderson Cooper Circuit General Mgr.

McGee to Buyer-Booker Post for Foundation

Special to THE DAILY

OMAHA, Jan. 4.—Kenneth E. Anderson yesterday was named general manager of the Cooper Foundation and its subsidiaries, Cooper Foundation Theatre Companies, by president T. B. Strain. Anderson succeeds Pat McGee, who becomes buyer and booker for all of the Cooper theatres.

Cooper circuit members include houses in Lincoln, Neb.; Greeley, Colo.; Oklahoma City, Okla.; Grand Junction, Colo.; Pueblo, Colo., and Colorado Springs, Colo. The Lincoln

(*Continued on page 8*)

Browning, Glidden Leave N.E. Theatres

Special to THE DAILY

BOSTON, Jan. 4—In a realignment of personnel of New England Theatres, Inc., and an apparent cut-back in operations, Harry Browning, vice-president and district manager, and Hubert Glidden, treasurer, are leaving the organization. Browning had been with the company for 40 years and Glidden is a 30-year veteran,

(*Continued on page 8*)

N. Y. Bill Would Start D.S.T. Month Earlier

Special to THE DAILY

ALBANY, N. Y., Jan. 4. — Daylight saving time would begin in New York on the last Sunday in March, rather than on the same day in April, under terms of a bill introduced by Sen. Pliny Williamson, Westchester Republican, at the opening of the legislature today.

Williamson authored last year's act which extended daylight saving time from the last Sunday in September to the last Sunday in October, and made DST state-wide, rather than permissive via local option.

PERSONAL MENTION

SEYMOUR SCHUSSEL, Eastern division sales manager of I.F.E. Releasing Corp., will return to New York tomorrow from Boston.

•

DARLENE NELSON, of the Warner Brothers branch office in Omaha, was married in that city to ED FORCE, manager of the RKO Brandies Theatre.

•

DAVE CANTOR, RKO Radio Pictures exploitation manager, has left New York for Cincinnati, Lexington and Louisville.

•

LARRY MARGOLIN of the Warner Brothers home office publicity department is the father of a girl born to MRS. MARGOLIN at Lebanon Hospital here.

•

A. MONTAGUE, Columbia Pictures vice-president and general sales manager, is vacationing in Stuart, Fla., from here.

•

GEORGE E. LANDERS, division manager for E. M. Loew's Theatres in Hartford, has left there for San Francisco.

•

EVELYN DIAMOND, animation artist at Famous Studios, was married here to ROBERT FIRESTONE, film editor at Transfilm.

•

FRED R. GREENWAY, manager of Loew's Poli Palace, Hartford, is a surgical patient at Hartford Hospital.

•

SUSAN HAYWARD will arrive in New York from Hollywood on Tuesday.

Name Vane to NBC Audience Post

Television Today.. Edwin Vane has been appointed NBC manager of national audience promotion, John H. Porter, manager of national advertising and promotion for the network, announced.

At the same time, Porter announced that Donald Foley had been appointed manager of sales promotion for NBC. Foley resigned his post at CBS-TV spot sales as director of advertising and promotion.

'U' Preferred Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4¼% cumulative preferred stock of the company. The dividend is payable March 1, to stockholders of record on Feb. 15.

Mexican Unions to Produce 10 Films

MEXICO CITY, Jan. 4.—Mexico's two film labor unions, the National Cinematografic Industry Workers (STIC) and the Picture Production Workers (STPC) are to join forces this year for the production of 10 feature length pictures. STIC will produce and STIC will provide players, technical, manual and other help.

This agreement was made in 1951, but lack of sufficient capital prevented its consummation. STIC said enough money is now available.

Buff. Exhibitors File $32,100,000 Action

A bid for damages totalling $32,100,000 was made in five separate anti-trust suits filed in New York Federal Court by Mieczyslaw and Marie Koncyakowski, operators of five theatres in Buffalo.

The plaintiffs charge discrimination in runs in favor of affiliated theatres. Defendants are Paramount, Warner Brothers, Loew's, 20th Century-Fox, Buffalo Theatres, Inc., American Broadcasting-Paramount Theatres and Buffalo Paramount Corp.

The plaintiffs operate the Marlowe, Regent, Circle, Senate and Grand theatres in Buffalo.

Report 'Mitchell' Scores in Field

Reports received by Warner Brothers from the 267 key situations now playing "The Court-Martial of Billy Mitchell" continue to tell of holdovers and exceptional grosses, the company announced.

Typical of such reports are the following figures, representing the box office takes at the cities listed: Stanley, Baltimore, four days, $13,285; Metropolitan, Boston, first week, $24,213; Center, Buffalo, first week, $14,702; Palace, Cincinnati, four-day weekend, $15,181; Strand, Hartford, four days, $9,275; Circle, Indianapolis, four days, $11,386; Stanley, Philadelphia, four days, $26,159; Stanley, Pittsburgh, three days, $12,011, and Majestic, Providence, three days, $9,075.

Stock Dividend to Republic Holders

Republic Pictures stockholders began receiving their stock dividends yesterday, voted by the board of directors on Oct. 27.

The stock dividend voted is equal to five per cent of the common stock issued and outstanding as of the close of business Dec. 7, 1955, exclusive of shares of common stock held by the corporation.

'Times' Ad

(*Continued from page 1*)

New York "Times," the Rank Organization published large stills from four of its productions, "The Cruel Sea," "Simba," "Genevieve" and "The Purple Plain." Captions beneath each of the four stills told of each picture's popular reception elsewhere around the world, other than in the United States. A headline read: "Four famous British Movies millions of Americans will never see."

The text set forth the most frequently heard objections to British films—provincial plots and themes, accents of British players, lack of action. The international popularity of some British films was cited in answer to the first; numerous British actors and actresses used by Hollywood were named in answer to the second, and recognition accorded British films around the world, including the U. S., was cited in reply to the third.

The ad admonished the American public to judge British films' merit for itself; to give them a chance "by telling your local exhibitor that you want to see the best in British movies at your own local cinema."

1956 Should Be Good As '55, Says Lamont

ALBANY, N. Y., Jan. 4.—Given first-class product, 1956 will be "as good as the past year, which was an excellent one for most theatres, despite the drop-off of the last two months," was the view expressed here by Harry Lamont, president of Lamont Theatres.

Lamont's statement was made in commenting on the MOTION PICTURE DAILY report of the U. S. Department of Commerce year-end statement, which pointed out that the film industry "is included among the most virile in the nation" and is listed among the top 25 business activities of the country.

Lamont, in speaking of drive-in operation, stated that not only good product but also good weather is needed to make the outdoor medium profitable. The drive-in audience still is expanding, he said, and pointed out that the product situation "is not quite so acute for the automobiler."

Operating costs, including film rentals, Lamont feels, have about reached their peak.

'Marty' Sets New Mark

Hecht-Lancaster's "Marty" has rolled up the biggest single week's business in 10 years at Loew's Metropolitan Theatre, Brooklyn, with a gross of $40,384, it is reported by United Artists, the distributor. The film recently concluded an all time 36-week record run at the Sutton Theatre here.

. . . NEWS ROUNDUP

Buys Drive-in Theatre Sit

Property in Georgetown, Ma
has been purchased by Adam
Rizzo, president of the National C
struction Co., for an 800-car drive
Philip L. Lowe of Theatre Candy
has drawn plans for a four-lane c
cession building. The theatre
slated for a late Spring opening.

■

To Make 10 in Mexico

Ten pictures will be placed bef
the cameras to start off the new y
production activities in Mexico. F
of them will be in color. Mexi
producers have scheduled five of
10, with others being made by Am
can units.

■

Dipson Selling One

The Erlanger Theatre in Buffal
in the process of being sold by
Dipson interests of Batavia, N. Y.
house, the only legitimate theatre
Buffalo, has been owned by the D
sons for 15 years. The buyer
not been disclosed, but it is repor
that the negotiations have been w
interests in Rochester. The prope
has an assessed valuation of $251,0

■

Florida Hotel Slates Film

Fred Lee, district manager for
Florida State Theatres, has arran
with the Hollywood Beach Hotel
Hollywood, Fla., to show classics
art films in the hotel twice each w
during the winter months.

■

Canada Hearings Apr. 30

The three-man Royal Commiss
on Television and Radio will s
its public hearings in Ottawa on A
30, though the deadline for fil
written briefs will be April 15.
is hoped to complete hearings by
of June.

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Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D.
London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo
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7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L
Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a yea
a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

ck Levy of National Screen Serv- ıas been elected president of the ma Stamp Collectors for 1956. J. Bamberger of RKO Radio, has been president for two years, become chairman of the execu- committee. Other officers elected **Milton Zucker,** first vice-presi- ; **Sidney Weiner,** second vice- dent; **Seymour Glassner,** third president; **James Harvey,** record- secretary; **Bert N. Obrentz,** cor- ›nding secretary; **Elias Sandberg,** urer, and **Jack Hoffberg** and **Dr.** **t Lawrence,** committee members.

□

lly Keaton, former chief barker uffalo's Variety Club, Tent No. ıd his wife, **Reggie,** have started ew program on radio station A in Kenmore, N. Y., titled "The ons." They were a feature on R for many years.

□

yce Manning, former cashier at Rialto Theatre in Atlanta, has d Republic Pictures' Atlanta ex- ge.

□

arold Metz has been appointed tor of personnel and organization lopment for Radio Corp. of rica.

otherhood Posts Five Exhibitors

ve theatremen have accepted the posts as local exhibitor chair- of the amusement industry's herhood Drive for 1956, it was unced by William J. Heineman Spyros S. Skouras, Jr., national hairmen of the campaign spon- d by the National Conference of stians and Jews.

he exhibition officials who will l local phases of the Brotherhood t are: Henry Plitt, Paramount Theatres, New Orleans; Ted anger, Stanley-Warner, Philadel- ; Sol Strausberg, Interboro Cir- New York; David Wallerstein, ban & Katz, Chicago, and Zabel, Fox West Coast Theatres, Angeles.

ırilyn Monroe to ıke Four for Fox

From THE DAILY Bureau

LLYWOOD, Jan. 4. — Marilyn ıroe will make four pictures for Century-Fox in the next seven s. The signing of this new non- usive contract with the Marilyn ıroe Productions, Inc., was an- nced by Darryl F. Zanuck today. Monroe reports to 20th Century- in February.

Sessions Start Tomorrow

20th-Fox to Set Releasing Policies At Two-Day Sales Convention Here

Releasing policies and plans for 1956 product and the launching of 55mm. CinemaScope will highlight the two-day 20th Century-Fox sales convention which will begin at the home office here tomorrow, it was announced by Al Lichtman, 20th-Fox director of distribution.

Al Lichtman

Participating with Lichtman, who will preside at the two-day conclave, will be William C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, Eastern sales manager.

President Spyros P. Skouras will also join in many of the sales conferences which will continue through Saturday.

Will Discuss 'Carousel'

The first day's meetings will cover releases for the new year and will introduce the conclave to large-scale plans for the launching of CinemaScope 55. Plans for the release of Rodgers and Hammerstein's "Carousel" will also be discussed.

On Saturday, vice-president Charles Einfeld will present long-range campaign plans for the line-up of pictures slated to arrive during the first half of this year, among them being "The Lieutenant Wore Skirts," "The Bottom of the Bottle," "The Man Who Never Was," "On the Threshold of Space" and "The Man in the Gray Flannel Suit."

'U' Magazine Campaign

Universal has announced an extensive national magazine advertising campaign on "The Benny Goodman Story." Magazines in which ads will appear during January and February are: "Life," "Look," "Collier's," "Parade," "This Week," "Family Weekly," "Redbook," "Seventeen," "Coronet," "Scholastic Roto," "Metronome," "Hi Fi Music at Home," "Down Beat," "Charm," "TV Guide," "Photoplay," "TV Radio Mirror," "Motion Picture," "Screenland" and "Weekend Magazine."

'Arm' Sets Mark

Otto Preminger's "The Man With the Golden Arm" has set the all-time boxoffice record for a single week's business at the Woods Theatre, Chicago, with a gross of $59,227, according to William J. Heineman, vice president in charge of distribution for United Artists. In establishing this new high, the United Artists release topped the previous record held for years by "Jolson Sings Again," he said.

Milwaukee Licensed 65 Theatres in '55

Special to THE DAILY

MILWAUKEE, Jan. 4.—End of the year report by the chief license clerk of Milwaukee, H. H. Wolf, revealed that a total of 65 theatres were licensed here during 1955, compared with 55 in 1954.

Delinquency Probers To Ask Extension

WASHINGTON, Jan. 4.—The Senate Judiciary Subcommittee studying juvenile delinquency will ask the Senate to extend its life another year.

The subcommittee, headed by Sen. Kefauver (D., Tenn.), has, among other things, held hearings on the effect of motion pictures and TV programs on teen-agers. The subcommittee's life is slated to expire on Jan. 31 under present law, but it was learned that it will ask the full judiciary committee next week to extend its life through January, 1957. The full committee will probably approve, but the extension may face tougher sledding in the Senate Rules Committee and on the Senate floor.

Recommends Against DuMont Boston Bid

WASHINGTON, Jan. 4.—Federal Communications Commission hearing examiner James Cunningham recommended against granting a Boston television station to Allen B. DuMont Laboratories.

He urged that the channel go to the Greater Boston Television Corp., and that the applications of DuMont and three other applicants be rejected. Cunningham found that while DuMont had wide experience in the TV field, it might not prove as responsive to the needs of Boston as the locally-organized G.B.T.C.

Brewer to Speak at His Home Town

Roy M. Brewer, supervisor of branch operations for Allied Artists, will be a principal speaker at celebrations this weekend when his home town of Grand Island, Neb., will be honored as one of the 11 All-America Award cities in the U. S.

Brewer, who will speak on Americanism, is one of many entertainment figures who will attend the award presentation. The All-America Award is co-sponsored by the National Municipal League and "Look" Magazine.

Says Youngstein:

U.A.'s Largest Overseas Ad Drive Planned

What is said to be the largest foreign advertising-publicity-exploitation program in United Artists history will be announced in Europe next week by vice president Max E. Youngstein, who will leave for Paris over the weekend with Francis M. Winikus, his newly appointed executive assistant.

Max Youngstein

The record overseas promotional budget, approximately 25 per cent higher than the biggest previous U.A. outlay, has been set because of the increased importance of the foreign market, and will back U.A.'s outstanding product program for the coming year, Youngstein said.

Youngstein, with Winikus, will meet with the company's European distribution and promotion executives to detail the merchandising program, as well as to outline the production program for 1956 and plans for 1957.

During the three-week series of conferences in Paris, London, Rome, Madrid and Stockholm, Winikus will be introduced to key foreign personnel.

No Fire Violations In 20 N. Y. Theatres

Twenty motion picture theatres in New York City, which were inspected for possible violations by Fire Department inspectors yesterday were given a clean bill of health as "no faults were uncovered," according to a representative of the Fire Department.

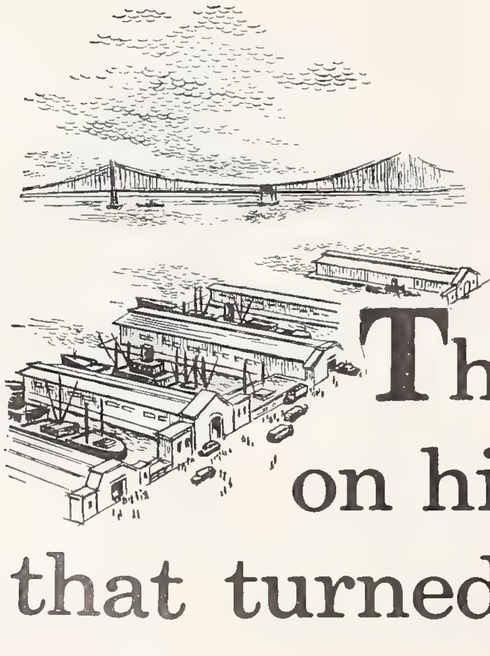
Thus far in the 12 days of inspections of the municipality's film theatres, representatives of the Fire Prevention Division of the Department visited 178 theatres, uncovered violations in 57 houses of which 36 already have been corrected.

Boston TV Set Sales Increased in Nov.

Special to THE DAILY

BOSTON, Jan. 4.—The sale of television sets in the Boston coverage area, the nation's sixth largest market, showed an increase of 15,662 sets sold during the month of November, bringing the total set distribution to 1,392,021, according to figures released by WBZ-TV and WNAC-TV.

TIME WAS
RUNNING OUT
FOR
STEVE ROLLINS -
AND SO
WERE HIS
FRIENDS!



Those *were* his fingerprints o
on his wife! The story of a ma
that turned into "HELL O

Actually filmed on the

WITH WILLIAM DEMAREST · PAUL STEWART · PERRY LOPEZ · FAY
DIRECTED BY FRA

WARNER BROS.
PRESENT

ALAN LADD

A fall-guy who got up...

EDW. G. ROBINSON

Czar of the bay-front...

JOANNE DRU

She went one guy too far...

gun—those *weren't* his fingerprints
is pride—his anger—and vengeance

FRISCO BAY"

isco bay-front in CINEMASCOPE and WarnerColor

E PLAY BY SYDNEY BOEHM AND MARTIN RACKIN MUSIC BY MAX STEINER A JAGUAR PRODUCTION
TTLE PRESENTED BY WARNER BROS.

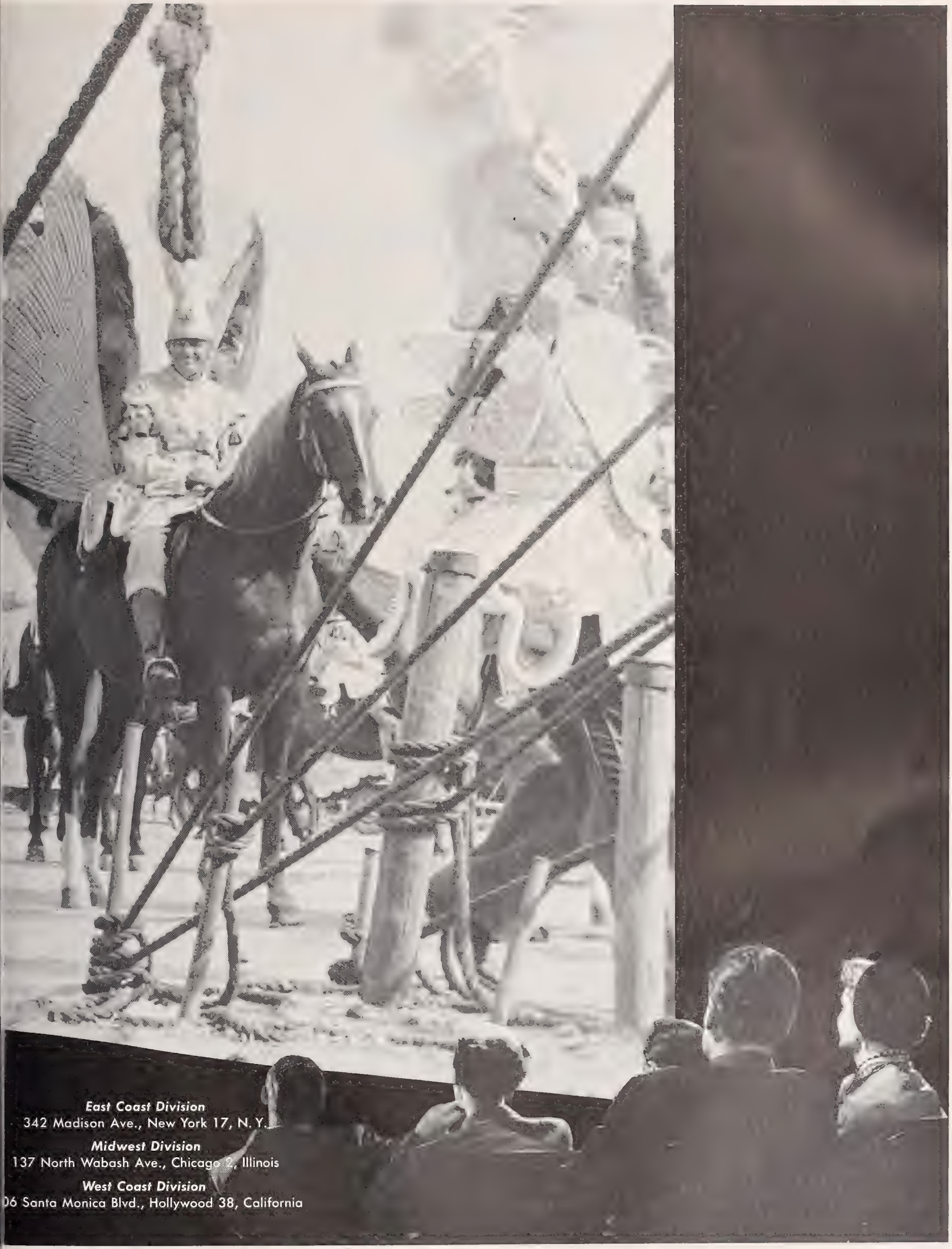
Greatest Show on Earth . . .

Every week—everywhere—spectacle follows spectacle across the wide, wide screen. Figures, action—near life in size—have new "closeness."

Street scenes, sports, wonders of nature—all "live" and "breathe" with reality.

New, changing technics of production, processing and projection make all this possible . . . technics which the Eastman Technical Service for Motion Picture Film is proud to work with the industry in solving. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.



East Coast Division
342 Madison Ave., New York 17, N. Y.

Midwest Division
137 North Wabash Ave., Chicago 2, Illinois

West Coast Division
06 Santa Monica Blvd., Hollywood 38, California

National Pre-Selling

THE review of "I'll Cry Tomorrow" in the Jan. 9 issue of "Life" starts on a full page with a photo of Susan Hayward (Lillian Roth) peering helplessly at a whiskey bottle on her home bar during her 16-year spell of drunkenness.

"Life" reports "Susan Hayward does a superb portrayal of Lillian from spotlight to blackout, including some unexpectedly fine, throaty singing."

•

Writing in the current "Collier's," Steve Allen tells how he felt portraying Benny Goodman in the upcoming U.I. film biography of the king of swing. "That Old Gang of Mine" titles a complete story by Benny Goodman, with Richard Gehman of the great orchestra, whose music swept the country and rocketed Goodman to fame.

•

The full-color cover of "Parade's" Jan. 8 issue will be adorned by Doris Day, the star of Alfred Hitchcock's "The Man Who Knew Too Much."

In the same issue there is an interesting personality story of Doris Day which tells how she rose from a band singer to her starring role in "Love Me or Leave Me." "Parade" reports her next picture will be "The Quality of Mercy" and a musical version of "Anna Christie."

•

A pictorial story on Susan Strasberg, star of "Picnic," appears in the January issue of "McCall's." Full color photographs printed on a two-page spread show Susan in many phases of her busy career, and the new Columbia picture is mentioned prominently.

•

An eye-compelling page ad on "Artists and Models" appears in the January issue of "Seventeen."

•

"Alexander the Great" has the benefit of a substantial plug in the January issue of "Photoplay," by way of a striking two-page spread with full-color photos taken on the production sets in Spain.

Ann Higgenbotham, editor of "Photoplay," reports in the text: "The life of the Greek warrior-king fired the imagination of Robert Rossen, who wrote, produced and directed the movie for UA. release."

•

"Hollywood Revisited" is the title Leo Rosten gave to his informative article on present-day production of motion pictures that appears in the Jan. 10 issue of "Look."

While Rosten's story does not pre-sell any particular films, it spotlights the fact that all the energies, creative forces and expenditures are now more than ever focused on the production of pictures that will be successful at the box-offices of the theatres throughout the nation.

WALTER HAAS

'Guys and Dolls' Gross

(*Continued from page 1*)

tinctive situations it is proving, too, that if you have the kind of picture the public wants, patrons will leave not only their television sets to see it, but their accustomed amusement centers, as well.

For instance, the Goldwyn picture was booked into the Esquire Theatre in St. Louis, a 1,200-seat house located three miles from the city's downtown area. It grossed $26,700 in its first week there, a figure that few of the larger downtown houses have equalled in recent months.

At Two Houses in Miami

In Miami, it's playing two theatres, the 860-seat Colony on the Beach, and the 1,000-seat Florida on the mainland. In its first week it grossed $43,000–$20,500 at the Colony and $22,500 at the Florida.

Goldwyn's record-holder, "The Best Years of Our Lives," by way of comparison, played Miami's Colony Theatre alone, and grossed $16,100 in its first week. Goldwyn's "Hans Christian Andersen" opened at this time of year in the Colony, Miami, and did $14,800 in its first week.

Also by way of comparison, "Guys and Dolls" in the same number of engagements and the same amount of playing time, has grossed 20 per cent more than "Best Years of Our Lives."

In Baltimore, "G & D" grossed $25,000 in its first week, and if you think that's easy these days, consider this. Three competing first run pictures in the city had an aggregate gross that week of $26,000. The Goldwyn picture, of course, has the benefit of advanced admission prices, important to remember in any comparison of grosses with other current first runs. In most instances, "G & D" commands $1.25 top, compared to about 85 cents average for other films.

Doing Well in Canada, Also

The story is the same in Canada. At the Odeon, Toronto, it did $43,400 in its first six days (no Sunday performances in Canada), compared to the first week gross of $11,000 done by "Best Years." In Montreal, it did $17,000 for six days at the 1,148-seat Seville. "Best Years'" first week at the Kent Theatre there brought in $7,800.

At the Capitol Theatre, New York, it will have grossed $775,000 when it ends its ninth week tonight. It is, of course, continuing there indefinitely, as it is everywhere else.

Browning, Glidden

(*Continued from page 1*)

both having been with M&P Theatres which was split to form New England Theatres and American Theatres Corp.

Browning's district, which consisted of theatres in Connecticut and Vermont, will be taken over by Robert Sternburg. Joseph Plunkett, auditor, moves in as treasurer.

Several bookkeepers, secretaries and the receptionist have had their duties absorbed by others and the company's small screening room has been closed temporarily.

Martin J. Mullin, president of the circuit, said it was necessary "to consolidate various departments and to make several personnel changes" in order to streamline the company "to conform to present day conditions."

Browning, as head of M&P's publicity department, won national recognition for his work in the industry's War Bond drives during World War II. He has not announced a new affiliation.

Hartford Area Hikes Adult Ticket Prices

HARTFORD, Jan. 4.–The boost in adult admission prices at two Hartford Theatre Circuit deluxe suburban houses, the Central, West Hartford, and Colonial, Hartford, seems to be developing into a regional trend.

The Burnside Theatre, East Hartford, has increased its adult admission from 65 to 70 cents. Latter figure is new charge at the Central and Colonial. Other suburban operators are understood planning comparable changes.

Schine Trial

(*Continued from page 1*)

timony of several witnesses who were not permitted to testify by the late Judge John Knight during the first trial.

The defense will finish tomorrow and the government on Friday. It is expected to be a long time before Judge Burke gives a decision because of the lengthy testimony he must wade through.

The principal defendants are J. Myer Schine and his brother Louis. Former Common Council president Elmer F. Lux, one of the original defendants, won a judgment at the conclusion of the government's case before Judge Knight.

Korda to Produce for Television in UK

From THE DAILY Bureau

LONDON, Jan. 4.–Sir Alexander Korda is to commence production for television early in 1956. Distribution has already been secured in the U. S., it is stated.

In a press announcement, Sir Alexander says that London Film (Television Services) Ltd. will start early in January on a series of TV films, in black and white, based on famous trials. It is intended to shoot one film a week. There will be two series: "Famous Trials" and "The Lord Chief Justice."

The subjects will concern the most famous dramatic trials brought before Britain's courts. Casting, it is added, will be announced shortly, but the role of Lord Chief Justice will be offered to Sir Ralph Richardson, it has been announced.

TOA, TESM

(*Continued from page 1*)

equipment organization's convent
last November on Tuesday and i
reported plans for the 1957, 1
and 1959 conventions will be
cussed besides routine business.

Blank, who will be here for rou
ly a week, is expected to name
TOA representatives who will app
at the Senate Small Business S
committee hearing on Feb. 2
Washington. The SSBC committ
which is headed by Sen. Hubert
Humphrey (D., Minn.), will hear
hibitor complaints against distribu
trade practices.

It is also expected that a finali
tion of the plans for the holding
TOA's mid-winter board meeting
Washington in late February will
set and announced by Blank.

The exhibitor organization's sea
for an executive director is also
prime importance as Blank is report
to have received a number of
quiries and personnel recommen
tions. He may also announce
retention of the executive direc
during his conferences with ot
TOA leaders here next week.

Booking-Buying Un

(*Continued from page 1*)

three-month period is in accordan
with a decision to have freque
meetings during the first organi
tional year. Full membership me
ings will probably be held duri
1956 in Atlanta, Dallas, St. Lo
and Denver, Cohen added.

An organizational committee co
posed of Bert Stern, Pittsburgh;
Doherty, Memphis, and J. B. Schuyl
Milwaukee, has reported to Coh
that counsel is now preparing an a
plication for incorporation and it
anticipated that the association w
be fully incorporated by the Februa
meeting.

Monday Deadline

(*Continued from page 1*)

Yankwich's findings of fact in t
16mm. suit against five major co
panies, which was decided in th
favor last month.

The formal stipulation, which te
porarily postpones enforcement of t
provisions of the Republic conse
decree with the Government, w
filed today in Federal court.

Republic attorney Harry B. Swer
low said that both the Governme
and Judge Yankwich have agreed
the stipulation.

Anderson Named

(*Continued from page 1*)

theatres are the Capitol, Lincoln, N
braska and Stuart.

Anderson, an attorney for 17 yea
and a member of the Lincoln la
firm of Beghtol, Mason and Ande
son for 10 years, withdrew from t
firm to accept his new positio
Strain said the law firm will continu
to represent the Cooper Foundatio
interests for which the firm has bee
counsel since the formation of th
foundation in 1934.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 4 NEW YORK, U. S. A., FRIDAY, JANUARY 6, 1956 TEN CENTS

yne Confident

MPO's Tax epeal Drive Be Pressed

sident's Message No errent to Campaign

spite President Eisenhower's ; out of any tax reductions for resent time, the Council of Mo- Picture Organizations intends to its cam- for the plete mina- f the Fed- admission Robert e, member COMPO's ning com- e, said yesterday. is state of nion mes- the Presi- said that uts would be okay only when don't prevent a balanced budget idn't prevent some Federal debt

Robert Coyne

(Continued on page 6)

sks Extended age Statute

From THE DAILY Bureau

SHINGTON, Jan. 5.—Expand- verage of the Federal Minimum Law was requested today by lent Eisenhower in his State of nion Message to Congress. In g the request, the President re- d his recommendation of last At that time, the Department

(Continued on page 6)

ew Drive-in Bid cision Appealed

appeal against the decision ing Loew's Theatres the right to and operate a drive-in in Rari- N. J., was filed here yesterday e attorney representing Wilbur er, former Allied States presi-

(Continued on page 6)

RKO to Get $12,000,000 in Resale of 2 Films to Hughes

'The Conqueror' and 'Jet Pilot' Go Back To Producer; Proceeds to Be Utilized as Working Capital for Increased Product

By MURRAY HOROWITZ

The resale of "The Conqueror" and "Jet Pilot" to Howard Hughes for $8,000,000 in cash, plus an estimated $4,000,000 from Hughes' share of the distribution proceeds, was announced here yesterday by Thomas F. O'Neil, board chairman of RKO Radio Pictures.

O'Neil said the Hughes deal, like the recent C. & C. Super TV agreement, was made in order to get additional working capital for RKO Radio Pictures studio production. RKO will distribute the two films throughout the world, O'Neil added.

The announcement of the sale of the two pictures, which had been produced by Hughes, highlighted

(Continued on page 7)

For editorial comment on the RKO Radio news developments turn to Page 7.

At Meeting Today

Release Slate Of Fox for '56 To Be Outlined

Announcing a complete release schedule for the entire year, 20th Century-Fox sales heads will provide ammunition for long range sales and campaign planning today and tomorrow when company distribution executives assemble at the home office at the convention call of Al Lichtman, director of distribution.

The full year's roster of CinemaScope pictures will be highlighted by two releases in the new CinemaScope 55, "Carousel" and "The King and I," and is expected to include many of the top productions recently

(Continued on page 6)

Screen Gems Policy Pliable

By LESTER DINOFF

The 104 motion pictures which were leased to Screen Gems by its parent company, Columbia Pictures, for distribution to television "will be sold under a flexible policy" which includes hand-tailoring for individual station programming requirements

(Continued on page 2)

FOR THE RECORD

Motion Picture Daily Presents The Box Office Hits of 1955

Battle Cry (W.B.)
Blackboard Jungle (MGM)
The Bridges at Toko-Ri (Par.)
The Country Girl (Par.)
Lady and the Tramp (Disney)
The Left Hand of God (20th-Fox)
The Long Gray Line (Col.)
Love Is a Many-Splendored Thing (20th-Fox)
Love Me or Leave Me (MGM)
A Man Called Peter (20th-Fox)
Mister Roberts (W.B.)
Not As a Stranger (U.A.)
The Seven Little Foys (Par.)
The Seven Year Itch (20th-Fox)
A Star Is Born (W.B.)
Strategic Air Command (Par.)
To Hell and Back (U-I)
There's No Business Like Show Business (20th-Fox)
20,000 Leagues Under the Sea (Disney)
Vera Cruz (U.A.)

[*The pictures above are listed alphabetically by title.*]

Zukor, at 83, Is Optimistic

The number of outstanding motion pictures made in Hollywood in a current 12-month period matches the combined number of such pictures made in a five to six-year period in the past, in the opinion of Adolph Zukor, board chairman of Paramount Pictures.

Zukor, stressing the role of top-notch pictures in today's market, predicted his forecast of good business for the next six months on

Adolph Zukor

(Continued on page 6)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, will leave New York today for the Coast.

•

Arthur Silverstone, assistant general sales manager of 20th Century-Fox, is in Mt. Sinai Hospital here for minor surgery. He expects to return to his office next week.

•

Manny Reiner, general sales manager of I.F.E. Releasing Corp., will return to New York today from Detroit.

•

F. J. A. McCarthy, Universal Pictures Southern and Canadian sales manager, will leave here Monday for Miami.

•

Jack H. Harris, president of Screen Guild Productions, has left Philadelphia with **Mrs. Harris** for a vacation in the West Indies.

•

Leo Greenfield, Buena Vista district manager in Cleveland, has left there with **Mrs. Greenfield** for a vacation in Florida.

•

Jack H. Levin, president of Certified Reports, will arrive in Charlotte today from Memphis.

•

Rudy Berger, M-G-M Southern sales manager, will return to Washington today from Charlotte.

•

Stanley Kramer will arrive in New York from Hollywood on Wednesday.

•

Alfred Hitchcock will leave Hollywood today for New York.

'Golden Arm' Booked By 24 Loew Runs

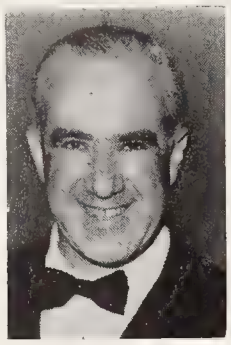
Otto Preminger's "The Man With The Golden Arm" has been booked by the Loew's national circuit for 24 key engagements beginning on Jan. 26, it was announced by William J. Heineman, United Artists vice president in charge of distribution.

The Loew's dating follows premiere engagements of "The Man With The Golden Arm" in New York, Los Angeles and Chicago.

NT Declares Dividend

LOS ANGELES, Jan. 5. – The board of directors of National Theatres, Inc. today declared a quarterly dividend of 12½ cents per share on the outstanding common stock of the corporation. The dividend is payable Feb. 2, 1956 to stockholders of record at close of business on January 19, 1956.

Altschuler Succeeds Goldstein as Head Of MPAA Sales Unit


R. W. Altschuler

Richard W. Altschuler, vice-president and director of world wide sales for Republic Pictures, was unanimously elected chairman of the sales managers committee of the Motion Picture Association of America, it was announced yesterday following a meeting of the group.

Altschuler succeeds Morey Goldstein, vice-president and general sales manager of Allied Artists.

In announcing the election of Altschuler, the MPAA committee also commended Goldstein for his "outstanding service" as chairman of the committee during 1955.

Skouras to Preside At Havana Meeting

Releasing plans for the 1956 season will be formulated at a two-day Latin America sales convention for 20th Century-Fox International managers which will begin on Sunday in Havana, Cuba, according to Murray Silverstone, 20th - Fox International president.

Silverstone yesterday said that Spyros P. Skouras, president of 20th Century-Fox, would preside at the sales convention.

Skouras, Silverstone and Edward D. Cohen, Latin America supervisor, will leave here tomorrow for Havana and return to New York early next week.

Chas. Moses Heads Bel-Air Ad. Dept.

Charles A. "Chuck" Moses has been appointed director of advertising, publicity and exploitation for Bel-Air Productions, it was announced by Aubrey Schenck and Howard W. Koch, executive producer and producer, respectively of the company.

Moses was for two years United Artists European publicity supervisor, with headquarters in Paris. He held major publicity posts with Eagle-Lion Films and RKO Radio Pictures before joining United Artists international publicity department.

'Diane' to State

Lana Turner's new M-G-M starring picture, "Diane," will open at Loew's State Theatre here on Thursday.

Screen Gems

(*Continued from page* 1)

and syndication, according to Ralph Cohn and John Mitchell, president and vice-president of Screen Gems, respectively.

Cohn, in discussing his company's production and sales plans for the 1956-57 television programming season, stated, at a press conference held at 21 Restaurant here yesterday, that it is very possible that the Columbia features, all produced prior to 1948, may be played on television at the same time that a Columbia film is playing in a neighborhood theatre.

Admits Competition

"Sure, they will be in competition," Cohn declared, "just as the current TV fare is competing for the entertainment attention of the public."

It was disclosed by Cohn, and elaborated upon by Mitchell, that Screen Gems originally planned to acquire a group of 13 feature films from its parent company for distribution to television. Among that package were such films as "The Awful Truth," "You Were Never Lovelier," "Mr. Smith Goes to Washington," "Cover Girl," "Here Comes Mr. Jordan" and "A Song to Remember."

Mitchell said that Screen Gems planned to use the above films as "a test group on television." He pointed out that "this is now old thinking," as the company has acquired 91 more films from Columbia, "selected from a film library which includes about 1,000 films." Cohn disclosed that while it has been announced that Screen Gems acquired the 104 films for TV, "I hope to announce shortly the names of the films and the sales policies under which they will be sold."

Sees Programming Aided

The Screen Gems head said that he plans to sell the films to advertisers and stations to provide "needed programming." Mitchell said that some of the pictures will be syndicated on a national basis and that they "would be tailored for station programming requirements."

Mitchell also recounted the history and success of Screen Gems, since the company's founding in 1952, and disclosed that within 10 days the company would expand its foreign activities to the Central and South American markets by opening an office in Mexico City. He said that Screen Gems already has offices in Great Britain and Canada and has sold a filmed program for exhibition on TV in Thailand.

Expansion Planned

He also said that Screen Gems would shortly expand its domestic production for TV activities by producing 60 or 90 minute dramatic spectaculars by utilizing motion picture properties owned by Columbia Pictures, original stories, and by remaking successful Columbia features.

. . . NEWS ROUNDUP

TV Drama to RKO

RKO Radio has purchased "Is T Our Son?" from Robert Doz Under the title of "Deal a Blow," story won the Christopher Award the outstanding dramatic play of year when it was presented on Cl TV's "Climax."

■

Special 'Oklahoma' Shows

The Rivoli Theatre here will ina urate special Saturday morning "fa ily shows" for "Oklahoma", start tomorrow. Prices have been sca down to $1 for balcony seats, $1 for orchestra and $1.50 for loges, included.

■

Acquire Chicago Houses

Two Chicago neighborhood th tres have changed ownerships. Da Newman, who owned and opera the Astor until it was torn do took over the Chelten. Kermit R sell and Dan Quinn, who jointly o the Lake Shore, assumed the ow ship of the Crawford.

■

More Foreign Films

In submitting its report on fi reviewed in December, the C cago Censor Board noted that per cent of the product consisted foreign pictures. Of the 71 pict reviewed in December, nine w Mexican films, three were Germ three Italian, one French and Russian.

■

Display Japanese Relics

Relics of feudal Japan will be played in the lobby of the Little C negie Theatre here during the ru "Samurai." Borrowed from n Japanese families, the display cludes battle armor, 300-year-old tumes, 17th century battle fl masks, weapons and other relics ancient times.

NEW YORK THEATR
RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starri
HOWARD KEEL . ANN BLYTH
DOLORES GRAY . VIC DAMO
AN M-G-M PICTURE
and The Music Hall's Great Christmas S

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau. Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

orge C. Hoover, international barker of Variety Clubs Internal will serve as the installation r at the 1956 annual installation fficers and crew of New York ty Club Tent No. 35, at Toots s Restaurant on Monday. The ieon will also honor retiring chief r **William German** and welcome elected chief barker **Harold**

¤

nes Langston of St. Louis, Mich., is retiring and has been liquidat-iis motion picture properties for time, has sold the last, The Sky Drive-in in St. Louis to **William** . Prior to this he had sold the in St. Louis to **Pat James.**

¤

cille Ball and **Desi Arnaz** will d the world premiere of their picture, "Forever Darling," at on's Palace Theatre in Jamestown, N. Y., on Feb. 2. **Miss Ball** born in Jamestown.

¤

bert Montgomery, executive pror for NBC-TV, again will head communications division of the l Aid Society's 1956 drive for s.

rman to Launch Picture Program

oe Kerman, independent distor in New York, this year will h his first large scale production am with six pictures. Kerman here yesterday, following his re- from Hollywood where he cond with producer associates, that product would be made by Mu- Productions, which he heads, that distribution would be han- by his franchise holders throughhe country.

rman previously made "Models, " and "The Monster Beneath Sea," which was sold to Warner hers.

meeting of Kerman's franchise ers will be held in New York late month.

lected Adds Three; rcuit Now Totals 19

LEVELAND, Jan. 5.—With the hase by Selected Theatres of the well and Bedford theatres, Bed-, O., and the Mapleton here, the uit, owned by Nate and Sam ultz, now numbers 13 indoor and outdoor theatres. Acquisition of three houses, effective Jan. 1, was mplished by the purchase of the ts of the estate of Frank Gross. here will be no managerial or y changes in the operation of the s, according to Sam Schultz.

To Stimulate Attendance

Texas COMPO to Launch 4 Participation Programs

Special to THE DAILY

DALLAS, Jan. 5.—Plans for four joint theatre-public participation programs, one to be executed quarterly, by Texas Council of Motion Picture Organizations were announced here today by Kyle Rorex, executive director.

Rorex stated that the programs have been created and designed in response to exhibitors requesting campaigns which will sell the industry in general and at the same time stimulate boxoffice attendance.

No Interference

These theatre-public participation programs will be conducted in addition to, and will not interfere with, the usual duties of Texas COMPO which this year include an extensive legislative program, the pursuit of a reduced fire insurance rate for the Texas theatres and the handling of charity collections for the industry in Texas, Rorex said.

Rorex outlined each of the four theatre-public participation programs as follows:

During the first quarter, "The Oscar Race" will be conducted. "The Oscar Race" is a plan devised to permit the theatre patrons to participate in the Academy Awards by attempting to select from the Academy nominations the Oscar winner in each of six categories. A survey of last year's results revealed the boxoffice figure increased from six per cent to 21 per cent during the actual voting.

'Teacher of the Year' Slated

In the second quarter, the "Teacher of the Year" campaign will be initiated. This campaign will entail the selection of the "teacher of the year" in each individual town and will permit the motion picture theatres to pay tribute to the teaching profession. This campaign will require the support and participation of all the school students inasmuch as they will determine by their vote the "teacher of the year" for their town; however, voting will not be limited to students. Official ballots will be given to each patron attending the theatre during a designated two-week period. Each person will write on the ballot his selection. This campaign was tested by the Phil Isley circuit in Texas and the appeal was enormous and the participation was extensive, and stimulated the boxoffice, Rorex said.

Will Mark Drive-in Anniversary

Drive-in Theatre Week will be held during the third quarter. Due to the overwhelming success of the week last year and as a result of hundreds of requests to repeat the campaign, the 23rd anniversary of the first drive-in theatre will be observed during the week of July 1, Rorex explained. Cash prizes will be awarded to drive-in theatre managers for the best exploitation of individual pictures in addition to cash prizes for the best augmented campaign.

During the fourth quarter, the Manager's Award will be instituted. A theatre manager simply selects a picture after Sept. 30 which he personally endorses and guarantees as good entertainment and states that if patrons are not fully satisfied their money will be refunded. This campaign has been created for the express purpose of stimulating confidence in the motion picture industry and forthcoming product and is based on the premise of Lever Bros., who, for years, have unconditionally guaranteed their products, it was said. A special trailer has been produced by Texas COMPO to follow the regular trailer of the selected picture. This special trailer will state in effect that this is a "Manager's Award Picture" and merits the viewing of all persons who enjoy good entertainment.

Urges Frequent Use

Rorex suggested that these trailers be used at least eight times periodically during the ensuing year of 1957 whenever the manager is extremely proud to be showing a particular picture.

All materials necessary to execute the four-theatre-public participation campaigns are copyrighted by Texas COMPO.

These theatre-public participation programs have been created and prepared for the exhibitors in Texas, but will be made available to theatres throughout the world, Rorex emphasized.

Hawkins Appointed GPE Ad Manager

Barry J. Hawkins has been appointed advertising manager of General Precision Equipment Corp., a newly-created post. Hawkins joins GPE after associations in the advertising and sales divisions of Potter Instrument Corp., Fairchild Camera & Instrument Corp. and Sittler Corp.

Robert T. Rinear, vice president, will continue to supervise all advertising and public relations activities of the corporation which controls 22 subsidiaries supplying precision equipment for industry and defense.

'Pride' Plans to Be Told

Stanley Kramer on Wednesday afternoon will outline his plans for the production in Spain of "The Pride and the Passion" at a cocktail party to be held at the offices of Associated American Artists. Also on display at the time will be hundreds of sketches and drawings which will serve as visual aids in the description of the production plans.

On DeMille Film

New Sales Post At Paramount For Boasberg

Completing the top echelon organization of Paramount's domestic sales force which was partially revealed earlier this week, George Weltner, in charge of world wide sales for the company, yesterday announced the appointment of Charles Boasberg to the newly created post of supervisor of sales for Cecil B. DeMille's production of "The Ten Commandments" and the Ponti - DeLaurentiis production of "War and Peace."

Charles Boasberg

On Two Big Productions

Boasberg came to Paramount last September as special assistant to Weltner following almost 30 years of executive distribution posts with M-G-M and RKO Radio Pictures. In his new capacity as supervisor of sales and distribution on "The Ten Commandments" and "War and Peace." Boasberg will work directly with Weltner.

Schine Trial Closes; Briefs Due by Mar. 5

BUFFALO, Jan. 5.—The second Schine trial ended here this afternoon before Federal Judge Harold P. Burke. The government put on the stand only one witness in a rebuttal of testimony offered by the Schine attorneys.

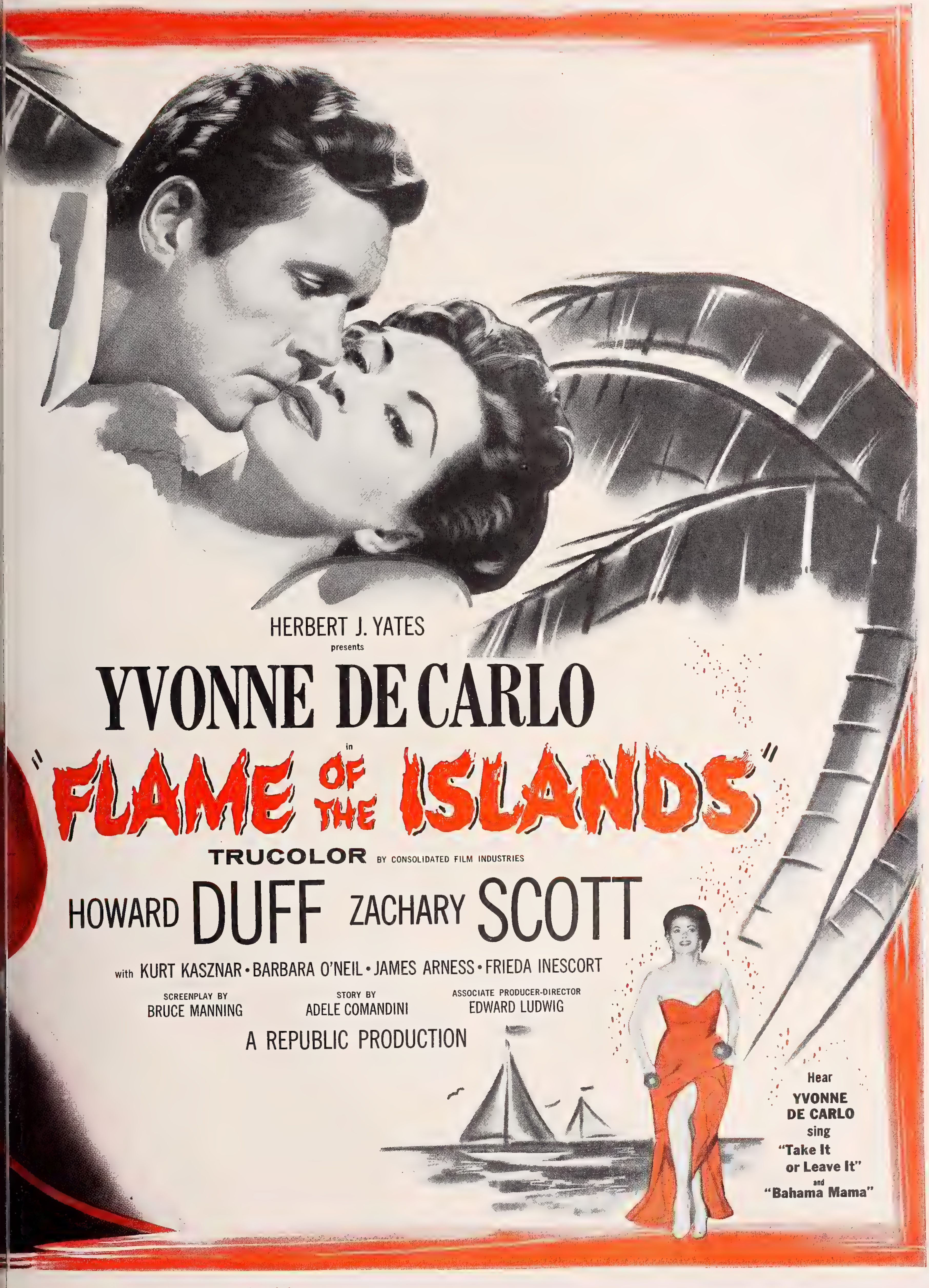
Judge Burke ordered briefs to be filed by March 5. The judge will give a decision based on these briefs, but he gave no indication when this decision will be handed down. The decision will be based on the briefs and it is not expected to be forthcoming for at least six months after the filing date.

Shattuck Treasurer Of Technicolor, Inc.

David Shattuck, treasurer of Technicolor Motion Picture Corp. since 1936, has been named treasurer of Technicolor, Inc., succeeding Lester G. Clark, Dr. Herbert T. Kalmus, president and general manager, announced. Clark remains on the board of directors of both organizations.

Shattuck, also a member of the board of directors of Technicolor, Inc., joined the company after an association of eight years with the law firm of Loeb, Walker and Loeb.

"Get your dates in fast
I'm ready for your best
playing
time
in January"



HERBERT J. YATES
presents

YVONNE DE CARLO

in

"FLAME OF THE ISLANDS"

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

HOWARD **DUFF** ZACHARY **SCOTT**

with KURT KASZNAR • BARBARA O'NEIL • JAMES ARNESS • FRIEDA INESCORT

SCREENPLAY BY
BRUCE MANNING

STORY BY
ADELE COMANDINI

ASSOCIATE PRODUCER-DIRECTOR
EDWARD LUDWIG

A REPUBLIC PRODUCTION

**Hear
YVONNE
DE CARLO
sing
"Take It
or Leave It"
and
"Bahama Mama"**

Fox Releases

(*Continued from page* 1)

announced in the amplified program being started at the studio reaching a cost of more than $70,000,000 for 34 pictures to be produced or released this year.

Al Lichtman, director of distribution will call the sessions to order today and will be joined in the handling of the meeting by W. C. Gehring, executive assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, Eastern sales manager.

Top Officials to Participate

Participating in the meeting will be president Spyros P. Skouras, who will be joined at the sessions by W. C. Michel, executive vice-president; Otto E. Koegel, general counsel; vice-president Charles Einfeld and the advertising and publicity staff; vice-president Joseph H. Moskowitz; Secretary and treasurer, Donald Henderson; Research director Earl Sponable; Comptroller Charles E. McCartney, short subjects sales manager Lem Jones, Manager of Branch operations Clarence Hill; and sales executives Jack Bloom, Frank X. Carroll, David Ornstein, Ted Shaw, Gene McEvoy, Harry Mersay, Roger Ferri, Weldon Waters, Clayton Bond, Larry Ayers and Sam Fishman.

Murray Silverstone, president of company's international organization, will attend with a group from his department.

Stress Advertising Tomorrow

At Saturday morning's session, the advertising and publicity department under vice-president Charles Einfeld, will present detailed plans for pictures coming up during the first part of the year. This will include important plans for the launching of the first CinemaScope 55 production, "Carousel," as well as the master merchandising and tie-up barrage arranged for the company's Easter release, "The Man in the Gray Flannel Suit."

The field sales heads will depart for their respective territories late Saturday following the close of the two-day meeting.

Loew's Drive-in

(*Continued from page* 1)

dent, who contested the original Loew's petition.

Snaper's attorney, Monroe Stein, filed the appeal opposing Judge Sidney Sugarman's decision in the U. S. District Court here. It takes exception to Judge Sugarman's ruling denying Snaper, who owns a nearby theatre, the right to enter the court as an intervenor. It also challenges Judge Sugarman's approval of Loew's Theatres petition.

In one of the most extensive hearings of its kind, Judge Sugarman allowed Snaper to contest the application as an *amicus cureae,* but not as an intervenor. Following the hearing, however, he granted the Loew's Theatres application.

Zukor Stresses Quality

(*Continued from page* 1)

the industry line-up of outstanding pictures.

The industry pioneer was interviewed here on the occasion of his 83rd birthday which he will celebrate tomorrow. The interview also marks his 53rd year in the industry and his wedding anniversary.

During the course of the interview, Zukor expressed his sentiments regarding the "bigger, but fewer" approach to production, the need for more extensive advertising by exhibitors, the requirement of not underestimating the intelligence of the motion picture audience and other industry matters.

Sees Production Not Reduced

He rejected the contention that there is any deliberate attempt by the film companies to reduce production. He held that out of necessity fewer pictures are being made, with the selectivity producing companies are showing as to story material, casting, directing and other factors in an attempt to make outstanding pictures. With the competitive factor of TV, only outstanding pictures draw the audiences away from their homes, Zukor stated.

The veteran showman and producer acknowledged that some pictures, although made with the best intentions of being outstanding, do not hit the mark at the box-office. That is nothing new in show business, he added. However, he went on, if the industry can turn out outstanding pictures, 75 per cent of which are successful at the box-office, though 25 per cent of them may be disappointing, it will mean survival for the producer, distributor and exhibitor.

Recalls Objections of the Past

At one time, he recalled, exhibitors complained that they were forced to buy a number of pictures the public did not want.

He said that such pictures as "Ten Commandments" and "War and Peace," both to be released by Paramount, can serve as a bellwether for the entire industry, attracting both new and regular audiences to theatres. He said he foresaw more and more of such big undertakings, providing they show sufficient business to justify the investments.

Zukor blamed last year's post-September box-office dip to the lack of a sufficient number of outstanding pictures. He said this lack occurred despite the intent of production-distribution which "put its best foot forward" only to find the public did not respond.

Lauds Patrons' Intelligence

In regard to the public, Zukor contended that the audiences are ahead of the industry in their intelligence. "We must study the trends and tastes of the public," Zukor cautioned, rather than attempting to change the public's tastes. "That's the philosophy I've been practicing the last 40 or 50 years and it still holds good," he declared.

He went on to say that trends and tastes change and offered his opinion that the public today wants in films a strong dramatic story that carries a message and is entertaining. Within that framework, Zukor continued, the subject can deal with science, politics, big business, world affairs, or other matters.

Demands Showmanship

The industry pioneer warned exhibitors that showmanship is mandatory in today's market. He also warned exhibitors against "sitting back" when they get the big pictures, contending that much more could be done with big pictures if they are properly advertised on the local level. In this regard, he pointed out that TV today takes one-quarter or one-half page newspaper advertisements "for something they give away." In contrast, he contended "it takes a magnifying glass" to see some of the motion picture advertisements, with some theatres only taking a line in a newspaper to announce their attraction.

Asked about the relationship of the TV and motion picture industries, Zukor said there is bound to be a meeting some place. He saw the need for toll TV as an outlet for feature films, adding that some feature films also will find an outlet on sponsored TV. As to the meeting of the two industries, "when and how," Zukor said, only the future can tell.

Wage Law

(*Continued from page* 1)

of Labor urged Congress to consider extending coverage to interstate theatre circuits, among other groups.

The President's message today promised that the Labor Department was again ready to work with Congress on details of expanded coverage.

Other recommendations of interest to the industry in the President's message were these:

¶ That Congress approve U. S. participation in the Organization for Trade Cooperation, the international agency set up to administer tariff-cutting agreements.

¶ That Congress simplify still further U. S. customs procedures and reduce U. S. taxes on income earned overseas.

¶ That appropriations for the U. S. Information Agency be increased substantially.

¶ That Congress approve an experimental program of government flood damage insurance.

¶ That the administration's previous recommendations for revision of the Taft-Hartley Law be approved.

Change Rites Time

Funeral services for Robert A. Kreier, former managing director in Germany for 20th Century-Fox, which will be held at St. Mary's Church, Greenwich, Conn., tomorrow, will take place at 10 a.m. instead of 11 a.m., as previously announced.

Compo Drive

(*Continued from page* 1)

reduction. In the meantime, he sa present corporate and excise tax rat must be continued.

In an official COMPO stateme yesterday, Coyne said:

"We have the greatest respect President Eisenhower's judgment a we realize he is beset by many gra problems. We cannot believe, ho ever, that his position in respect excise taxes is so inflexible that, if prove our need, it will be impossib to obtain relief.

"We intend, therefore, to pr forward with our campaign for co plete elimination of the Federal a mission tax, confident that when th have been acquainted with the fa both the Congress and the Executi will see the necessity for giving o industry tax relief.

Points to Mason Bill

"It must be remembered that getting the first session of the 8 Congress to pass the Mason B which was later vetoed by Preside Eisenhower, we did an educatio job that made it much easier at t next session to obtain special rel that was not accorded any other dustry. Moreover, we found in t first session of the 81st Congress th most Senators and Representati did not agree with the Treasur position on the admission tax, ev though that Congress was controll by the Administration's party. this session conditions are entir different, and since this is an electi year it would be unwise to belie that every recommendation in t President's message will prevail.

"We are completely confident th when the Congress and the Admin tration are told the facts about industry's present condition we sh be accorded the tax relief we see

Goldhammer Holds AA Meet in Cleve.

L. E. Goldhammer, Allied Arti Eastern sales manager, will meet t week-end with key personnel of AA branches to discuss plans for t 17-week "March of Progress" dr which starts on Jan. 28.

Participating in the sessions, wh will be held at the Statler Ho Cleveland, will be branch manag Maxwell Gillis, Philadelphia; Mil A. Lipsner, Washington; A. I. We er, Pittsburgh; Sam Schultz, Cle land; Milton H. Gurion, Cincinn and Nathan D. Levin, Detroit.

RKO in 2 Foreign Production Deals

RKO Radio Pictures is negotiat two deals with producers overse Daniel T. O'Shea, RKO Radio P tures president, disclosed here yest day. One of the productions is a n Tarzan picture made in England, association with Sol Lesser, O'Sh added.

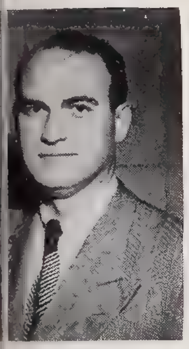
RKO in Deal to Re-Sell Two Films to Hughes

’Neil Says ash Will Aid n Production

(Continued from page 1)

Neil's second press conference since eral Teleradio's purchase from ghes of the picture company last .

Daniel T. O'Shea, RKO Radio Pic- s president, who sat alongside of Neil at the press conference, took opportunity to announce that



omas F. O'Neil

Daniel T. O'Shea

O Radio Pictures will invest $19,- ,000 in product this year. The duction schedule calls for 17 pic- es, half of which will be made by studio and the remainder by in- endents, O'Shea disclosed.

Asked about releasing plans, O'Shea l that RKO plans to release about in 1956.

Must Be Ready by June

O'Neil, questioned on the releas- plans of "Jet Pilot," said that un- a supplementary agreement in the ginal Hughes deal, which remains hanged, Hughes is committed to ke "Jet Pilot" ready for distribu- n in June, 1956. If Hughes fails meet the June commitment, he ns the picture, O'Neil responded to question, indicating that RKO uld no longer be committed to tribute the film.

The RKO board chairman esti- ted that $20,000,000 in cash nged hands in the two transac- s, referring to the Hughes and & C. Super deals. The cash, he nt on, will go a "great way" in ucing the company's debts and af- d working capital to plow back motion picture production.

O'Neil, now president of the par- RKO Teleradio Pictures com- y, representing the two merged companies, RKO Radio Pictures and General Teleradio, also disclosed the following:

¶ The $15,000,000, received from two transactions, has been applied in repayment of loans procured from the Chase Manhatten Bank. In this connection, it was recalled that the bank loaned General Teleradio $25,000,000 when the latter company purchased RKO from Hughes.

¶ An estimated $5,000,000 accruing from the deals will go into working capital of RKO.

¶ Another $7,000,000 to $8,000,000 from the reserved rights of RKO in the C. & C. Super deal for working capital also was estimated.

"The Conqueror" will have a world premiere Jan. 31, as planned.

The Hughes deal came on the heels of the announced conclusion of the C. & C. Super agreement, under which C. & C. Super was granted TV rights to RKO's film library, with a number of exceptions and reservations, in addition to licensing rights for the pictures abroad. C. & C. Super paid RKO Teleradio $12,200,000 cash for these licenses, with an additional payment of $3,000,000 to be made within the next 24 months.

O'Shea, asked whether he had met any exhibitor resistance since the sale of the RKO film library, replied in the negative.

O'Neil, questioned on the competitive aspect of the sale, denied "the supposition" of the question. O'Neil contended that the motion picture medium and the TV medium operate in "two different areas" and such factors as the producing dates of the pictures, the new techniques and color offered by motion picture theatres,

O'SheaReveals Releasing Plan For 20 Films

and the programming that feature films replace on TV must be considered in answering the question.

O'Neil again emphasized that he and his management group purchased RKO from Hughes with the sole intention of operating the company as a going concern. He said the new Hughes deal and the recent C. & C. Super agreement represent moves which General Teleradio, the broadcasting and TV branch of the merged company, had contemplated from the start. The reason the two deals were consummated, O'Neil went on to say, was to "accelerate" the cash return inherent in the investment.

Asked to explain Hughes' motives in re-purchasing his "Jet Pilot" and "The Conqueror," O'Neil said Hughes acted out of sentiment and the commercial potential of the two pictures. O'Neil estimated the cost of the two pictures at $8,000,000.

Will Seek Pact with SAG

In regard to the C. & C. Super deal, O'Neil said that pictures made after August, 1948, will not be released to TV until RKO works out an agreement with the Screen Actors Guild and various other guilds. August, 1948 is the cut-off-date provision of guild contracts with studios, under which the guilds demand extra compensation for post-1948 pictures shown on TV.

O'Neil, taking cognizance of his post as president of the parent company, denied, however, that he will actively operate RKO Radio Pictures, which, he said, will be operated as a separate unit of RKO Teleradio Pictures.

Asked whether RKO reissues will also be available on TV at about the same time, O'Neil replied in the negative. He pointed out that under the C. & C. Super deal, RKO retained 20 pictures for theatrical distribution in the U.S. for six years, in addition to 20 pictures in every nation abroad for eight years.

RKO Near Break-Even Point, O'Neil Says

RKO Radio Pictures "is not far from the break-even point" in its operations now, according to board chairman Thomas F. O'Neil.

O'Neil prefaced his remarks by saying that the factor of amortization of properties has a large effect in determining profits of motion picture companies, a factor, he said, with which he has become more familiar since General Teleradio's acquisition of RKO.

5,000,000 Profit for eneral Teleradio

neral Teleradio, which owns over 0 radio stations and operates six stations in the U. S., will show a ofit of $5,000,000 before taxes for 55, Thomas F. O'Neil, GT presi- nt, disclosed here yesterday.

EDITORIAL

Hughes Buys What Hughes Sells

By Sherwin Kane

THE unique feature of yesterday's press conference called by Tom O'Neil, RKO Teleradio president, and Daniel T. O'Shea, RKO Radio president, was the announcement of the just completed sale to Howard Hughes of his "Jet Pilot" and "The Conqueror" for $8,000,000 in cash and approximately $4,000,000 additional, to be paid out of Hughes' share of distribution receipts from the films. That would be for some as yet undetermined costs of the films, plus advertising, print and distribution costs.

"What was the motivation for the deal?" a puzzled reporter asked?

"Our motivation," O'Neil replied, "was to acquire some cash."

"And Hughes's?"

"Sentiment perhaps," said O'Neil, and added, "And his chance to make a profit, I imagine."

RKO Radio will distribute the pictures worldwide, and will have full control of sales policies, terms, advertising and release, O'Neil said.

Thus, Hughes, who made the films when he was in control of RKO Radio, and sold them along with the company only last July, buys them back now. At the same time, he returns in payment therefor $8 millions of the $25 millions he received from O'Neil in July. The $8 millions from Hughes now will go into the new RKO Radio owners' treasury to finance new production, something that Hughes refrained from doing in his last years as owner of the company.

WHAT if Hughes fails to turn over the two pictures for release?" a reporter asked, no doubt thinking of the years Hughes held "Jet Pilot" without releasing it.

"Well," said O'Neil, "that's up to him. But we have the money, if you know what I mean."

It is the second $12 million-dollar deal to be concluded for RKO by O'Neil in less than two weeks, the sale of the company's old film library to C & C Super having taken place on Dec. 23.

Relieving Howard Hughes and Matthew Fox of those amounts of cash clearly establishes the O'Neil as the champion film salesman of this or any other age.

O'Neil, moreover, is a good booster for motion pictures. He's not only optimistic but enthusiastic about their future. Asked yesterday how he feels about his pictures "competing on TV with his pictures in theatres," O'Neil replied, significantly, "I don't accept that assumption. New films with their new techniques, better production, color and other advantages have nothing to fear from older films on television, and are no more affected by them than they would be by the program material on TV the films replaced."

"THE COURT-MARTIAL OF BILLY MITCHELL" HAS OPENED IN OVER 300 THEATRES. IT IS A SMASH IN EACH AND EVERY ONE OF THEM!

WARNER BROS. PRESENT OTTO PREMINGER'S

"THE COURT-MARTIAL OF BILLY MITCHELL"

in CINEMASCOPE and WARNERCOLOR

starring **GARY COOPER** · co-starring **CHARLES BICKFORD · RALPH BELLAMY · ROD STEIGER** · with **ELIZABETH MONTGOMERY**

FRED CLARK • Story and Screen Play by Milton Sperling and Emmet Lavery • Music Composed and Conducted by Dimitri Tiomkin

A UNITED STATES PICTURES PRODUCTION • Produced by MILTON SPERLING • Directed by Otto Preminger • Presented by WARNER BROS.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 79. NO. 5 NEW YORK, U. S. A., MONDAY, JANUARY 9, 1956 TEN CENTS

ay Decide this Week

OA, Variety nt'l. Bid for lmer F. Lux

onsidered by Both for xecutive Director Post

lmer F. Lux, veteran exhibition l distribution executive, who re- d Dec. 31 after seven years as sident of the Buffalo, N. Y., City uncil, is under active consideration both Theatre Owners of America l Variety Clubs International for post of executive director, it is rned.

here were some indications that lecision will be reached by either both organizations this week with arrival here today of Myron nk, TOA president, from Des ines for week-long meetings, and George Hoover, chief barker of riety International, from Miami.

he post of executive director of A has been unfilled since the res- ation in 1952 of Gael Sullivan. e last executive director of Variety

(*Continued on page 2*)

JP Luncheon Set or Jan. 31 Here

The "Mark of Achievement" lunch- n of the amusement division of deration of Jewish Philanthropies' 55-56 drive will be held on Jan. at the Hotel Sheraton-Astor with arry Brandt serving as chairman of luncheon and Oscar Hammerstein serving as awards chairman, it was nounced by Adolph Schimel, chair- n of the amusement division's par- ipation in the campaign.

Last year's recipients were Elmer avis, radio; Jackie Gleason, televi-

(*Continued on page 3*)

wo Changes in Col. ome Office Units

Two changes in Columbia Pictures' me office department managerships, llowing the transfer of John Kane the Screen Gems television sub- liary in a special executive capacity, ere announced at the weekend.

Ben Morris, long-time manager of

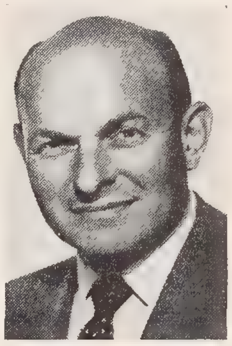
(*Continued on page 2*)

Sales Heads Told of Industry Service

Fox to Release 24 Studio-Produced Pictures at Rate of Two Per Month

(*Picture on Page 3*)

Service to the motion picture industry by the production of more CinemaScope production and the expenditure of additional money per picture to achieve the highest possible quality was the keynote of an address rendered on Friday by Al Lichtman, 20th Century-Fox director of distribution, at the opening of a two-day national sales conference here.


Charles Einfeld

Lichtman, in discussing the application of $70,000,000 toward the 1956 production of 34 features, said that the company plans to release

(*Continued on page 3*)

Four Changes in Fox Sales Divisions

Four promotions and changes in 20th Century-Fox's domestic sales organization were announced by director of distribution Al Lichtman at Friday's session of a two-day sales meeting here.

Al Levy is promoted from Boston exchange manager to division managership of the Northeast division

(*Continued on page 3*)

COMPO Meet

To Begin Work On Ticket Tax Plans Shortly

By MURRAY HOROWITZ

The inauguration of plans to eliminate the Federal admissions tax will get under way in a week or 10 days, with the slated convening of the anti-tax steering committee, it was disclosed here by Robert Coyne, Council of Motion Picture Organizations special counsel.

Coyne said the steering committee will meet here or in Washington to map national and local strategy. The group, he explained, will be composed of delegates from COMPO charter member organizations.

Meanwhile, COMPO is gathering statistics as to the present state of the industry in preparation for its appeal to Congress, Coyne added. In answer

(*Continued on page 2*)

Television Today

IN THIS ISSUE **PAGE 7**

- **The Ed Sullivan Show and Phil Silvers are the Champion of Champions, the two top 1955 winners in the seventh annual poll of television editors, writers and critics, conducted for "Fame" by "Television Today" and "Motion Picture Daily."**
- **Spotlighting the News of the Week.**
- **"Television Today" Comments on the Shows.**

Todd-AO's 2nd

UA Sets Deal With Todd on 'Eighty Days'

For the 35mm. Version, Possibly Roadshow, Too

Deal whereby United Artists will handle the world-wide distribution of Michael Todd's "Around the World in 80 Days" was announced jointly at the weekend by Arthur Krim, U.A. president, and Todd. The picture was produced in the Todd AO process.

Arthur Krim

Michael Todd

Todd said that, under the present

(*Continued on page 2*)

Fleetwood Theatre Action Is Dismissed

An order has been signed by Judge Lawrence E. Walsh in the U. S. District Court for the southern district of New York, dismissing with prejudice, an action brought under the anti-trust law by the operator of the Fleetwood Theatre, Bronx, against various motion picture distributors and J. J. Theatres, Inc., to recover $450,000 in treble damages.

Lippert Plans 4 New L. A. Area Theatres

From THE DAILY Bureau

LOS ANGELES, Jan. 8. — Robert L. Lippert, head of the 29-theatre Robert L. Lippert Circuit, both hardtops and drive-ins throughout California and Southern Oregon, is planning the construction of four new theatres in the Los Angeles area;

(*Continued on page 3*)

PERSONAL MENTION

ADOLPH SCHIMEL, Universal Pictures vice-president and general counsel, left New York at the weekend for Europe.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, and **FRANCIS M. WINIKUS**, his executive assistant, left New York by plane on Friday for Paris.

•

WALTER BRANSON, RKO Teleradio vice-president in charge of world-wide distribution, left New York at the weekend for the Coast.

•

PETER G. PERAKOS, president of Perakos Theatres Associates, is recuperating at Branford, Conn., following surgery.

•

MORGAN HUDGINS of the M-G-M studio publicity department has returned to Hollywood from New York.

•

ROBERT PARKER, Warner Brothers booker in Detroit, is the father of a boy born to **MRS. PARKER** in Grosse Point on New Year's Day.

•

FRED GOLT, production supervisor for Harris-Tuchman Prods., has arrived in New York from Hollywood.

•

LARRY MORRIS, of the B. S. Moss Circuit, will leave here today to visit Moss theatres in Florida.

•

DEAN JAGGER left New York on Saturday via B.O.A.C. for London.

Md. Unit Fights Film Rental Tax

BALTIMORE, Jan. 8.—The Allied Motion Picture Theatre Owners of Maryland, Inc., is campaigning for exemption of the two per cent film rental tax which was instituted last year by the Maryland State Legislature. The measure was included in a bill intended for merchandise entirely foreign to the motion picture business and referred to rental services.

Jack L. Whittle, chairman of the legislative committee of the Allied group, recently was granted a hearing before one of the State committees for the purpose of presenting objections to the tax. At that time, he brought out that an amendment to a similar law enacted in North Carolina exempted motion picture film under certain conditions. The result of the meeting has been deferred until a meeting of the several tax committees in Annapolis slated for some time during February.

Many Can't Recall Last Film: NT Poll

HOLLYWOOD, Jan. 8.—Approximately 25 per cent of the adult population cannot remember the last time they attended a motion picture theatre, according to a poll conducted by National Theatres in Milwaukee. The poll covered 500 families, with 1,266 individuals interviewed.

The survey results, appearing in NT's "Showman," showed that a relatively high percentage of teenagers are frequent film-goers. The poll indicated, however, that in total numbers adults make up the major market for motion picture theatres.

When asked as to their frequency in attending theatres in 1955 as compared to the previous year, 15 per cent said "more frequently"; 36 per cent said "less frequently," and 49 per cent said "about the same."

Minn. Trust Action Settled Out of Court

Special to THE DAILY

MINNEAPOLIS, Jan. 8.—An out of court settlement has been signed in the $1,911,000 Federal anti-trust triple damages suit brought by the owners of the suburban Minneapolis Edina Theatre against eight major film companies and two theatre circuits.

According to an authoritative source, the settlement does not include any monetary consideration but grants the Edina theatre 28-day clearance from all defendant companies in the action. Heretofore the house has had 28-day clearance from two companies and was permitted to bid for 28-day product by several other distributors and held a 35-day run from the balance.

Greenblatt Starts AA Sales Drive Tour

Arthur Greenblatt, Allied Artists home office sales executive and captain of the company's March of Progress Drive, over the weekend started a swing of AA's 31 domestic exchanges to implement drive plans with branch personnel.

First leg of Greenblatt's tour will take him to Charlotte, Atlanta, Memphis, New Orleans, Dallas, Oklahoma City, Kansas City and St. Louis.

Berkson to Chicago

Ed Berkson, president of Screencraft Pictures, Inc., and sales manager Peter M. Piech will fly to Chicago today to meet with Jack Russell and Bill Vidas of Jack Russell Associates and Russell Hayden, executive producer of Quintet Productions, for discussions on their current TV series, "Judge Roy Bean."

UA Sets Deal

(*Continued from page 1*)

deal, U.A. would distribute the 35mm. version and that a setup for the distribution of the Todd-AO version would be made at a later date. However, he asserted that in all probability U.A. would handle the wide-film engagements. The picture tentatively is set for summer premieres in the Todd-AO film dimensions on a road show basis.

Distribution of the initial Todd-AO production, "Oklahoma!" is being conducted by Magna Theatre Corp.

Lauds Distributor

Todd said that after careful consideration of numerous offers from other distributors, he decided on United Artists because of "its brilliant record of achievement in the five years since the vigorous new management group headed by Mr. Krim took over." He added that he was impressed by the company's flexible policy of giving each picture "hand-tailored sales and promotion treatment."

Todd left for the Coast on Friday.

TOA, Variety

(*Continued from page 1*)

International was the late Judge William McCraw of Dallas. Both organizations decided recently to again fill the posts. If Lux is chosen, and accepts, it would be with one or the other of the two organizations, not with both.

Lux started in Buffalo exhibition in 1919 and from 1920 until 1947 was in distribution, successively, with W. W. Hodkinson, Fox Film, Pathe, Columbia and RKO Radio. He was associated with Darnell Theatres, Buffalo, from 1947 to 1952, and afterward was president and general manager of Elmart Theatres there, now inactive. His post as president of the Buffalo city council paid $15,000 annually.

Columbia Changes

(*Continued from page 1*)

the service department, has been named to succeed Kane as executive in charge of the copyright protection department. Morton Saltzman has been assigned as manager of the service department, which will operate as part of the purchasing division, headed by Herb Smith, director of purchases. Saltzman will report to Fred Izzo, Smith's assistant.

Compo Meet

(*Continued from page 1*)

to a question, Coyne said the steering committee undoubtedly would invite an Allied States representative to join the committee's work, if Allied wished to do so.

Stock Trading Light During November in Film Industry Share

From THE DAILY Bureau

WASHINGTON, Jan. 8.—Tradi in film company stocks by officers a directors was exceptionally light November, according to the lat Securities and Exchange Commissi report.

J. Biller Walker bought 3,0 shares of RKO Pictures Corp. co mon, boosting his holdings to 6,0 shares. Peter Colefax bought 5 additional shares of National The tres common, for total holdings 2,000 shares.

Holding companies controlled Elmer C. Rhoden bought another 3 shares of National Theatres comm increasing his holdings to 35,8 shares in his own name and 47,5 shares through holding companies. T. Kilborn bought 100 shares of co mon of American Broadcasting-Pa mount Theatres, Inc., increasing holdings to 300 shares. Earl E. A derson sold 1,000 shares of AB-PT per cent preferred in October, dr ping his holdings to 800 shares.

Hellyer to U.S.I.A. Far Eastern Post

WASHINGTON, Jan. 8.—Theod C. Streibert, director of the U.S. formation Agency, has announced appointment of George M. Hellyer, Riverside, Ill., as the Agency's sistant director for the Far E Hellyer has left for a month-long t of Information Agency posts in Far Eastern area.

Coincident with Hellyer's appoi ment, Streibert said that James Halsema, who has been serving special assistant in the Office of Assistant Director for the Far E will succeed to the post of dep assistant-director.

HAWAII HOLIDAY!

7 days—$469.50
from New York, plus tax,
including hotel and air fare

Fly United DC-7 Mainliners
for the fastest, most luxurious
service. Or fly United Air Coac
with exclusive 2-abreast seatin
comfort.

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

lyron Blank, Central States The-s, Des Moines; **Joseph Blumen-** , Blumenfeld Theatres, San Fran-); **Harold Brown,** United Detroit atres, Detroit; **M. A. Lightman,** Malco Theatres, Memphis, and rles **Smakwitz,** Stanley-Warner, York, have accepted posts as l exhibitor chairmen of the indus- Brotherhood Drive for 1956.

□

Irs. Frances Jeffers was retained ıanager of the State in Mechanic-, N. Y., and **Harold Loomis** as ıager of the Capitol in Whitehall, Y., when **Jules Perlmutter,** of Al-y, assumed their operation on e from Benton Theatres of Sara- Springs. Perlmutter, who will on a third Benton situation, the itol in Ballston Spa, at the end the month, relit the Hellman-ıed Royal in Albany, with Vincent as manager.

□

ecil Cohen, owner and manager several theatres in Florida, has n over the new 1,000-car drive-in acksonville.

□

Iarris Rogers has been appointed ıager of the Dublin Drive-in, lin, Ga., a unit of Martin Thea-.

greement Reached Mexico, Italy Rift

IEXICO CITY, Jan. 8.—Mexico Italy have reached an agreement ettle their differences which last mer provoked Mexico to suspend orts of Italian films because, it explained, Italy was over dilatory pproving Mexican pictures for ex-tion, though Mexico promptly al-ed screening of Italian films.

eace was made under a pact ıed for Mexico by producers Fer-do de Fuentes and Jesus Grovas, for Italy by Fanfani, it was dis-ed by Congressman Jorge Fer-, chairman of the National ematographic Board. He stressed fact that the deal is unofficial, tly an agreement between pro-ers, instead of between Govern-ıts. Ferretis sees the deal as licating all film friction between ico and Italy.

he transaction begins with the ex-tion in Italy of seven Mexican s and in Mexico of eight Italian ures between January and June, board chief announced.

he Mexican Producers Association ıager, Hector Fernandez, said e will be a marked increase this r in the exchange of pictures be-en Mexico and Italy, also between xico and France. He said about Mexican and nearly as many Ital- and French pictures will be led for mutual exhibition.

Al Lichtman, 20th Century-Fox director of distribution, right, and William C. Gehring, executive assistant general sales manager, presiding Friday at company's national sales convention at the home office.

Fox Plans Two Per Month

(*Continued from page* 1)

24 studio-produced films, at the rate of two per month, this year. Other outstanding CinemaScope and standard dimension pictures will be acquired by the company during 1956 to assure theatremen a continuous flow of top-quality pictures, the sales head told the meeting of some 75 domestic sales personnel.

President Spyros P. Skouras, who also addressed the conclave, reviewed the past year, and announced the plans for the world-wide launching of CinemaScope 55 production of "Carousel" and "The King and I." He urged a dynamic and creative program of merchandising by the sales organization, a positive project meeting the needs of exhibitors and the company alike.

Vice-president Charles Einfeld, assisted by members of his advertising-publicity - exploitation departments, detailed comprehensive promotional plans formulated to pre-sell all 1956 releases and the huge project of the company introducing "Carousel" in February.

Regional applications of national merchandising plans covering the year's product were discussed at meetings held on Saturday.

FJP Luncheon

(*Continued from page* 1)

sion; Grace Kelly, motion pictures; Mary Martin, legitimate theatre; Mitchell Miller, recording industry; Arthur Schwartz, music world, and a special award to Patti McCormack for her performance in "The Bad Seed."

In announcing the climaxing event, Schimel pointed out that Federation this year must raise $18,100,000, of $2,600,000 more than was raised last year.

B. J. Bird Acting Ad Chief of Technicolor

HOLLYWOOD, Jan. 8.—B. J. Bird has been named acting director of public relations and advertising for Technicolor Motion Picture Corp., Dr. Herbert T. Kalmus, president and general manager, announced.

Bird joins Technicolor after four and a half years as a staff executive with the Los Angeles office of the National Association of Manufacturers. He is a graduate of the University of Southern California, and is chairman of the education committee of the Advertising Club of Los Angeles.

Fox Sales Divisions

(*Continued from page* 1)

and will make his headquarters in Boston. Succeeding Levy as head of the Boston exchange is Weldon Waters, formerly home office sales representative.

Robert L. Conn, presently Indianapolis branch manager, is being shifted to the company's Chicago exchange where he will work with branch head Tom R. Gilliam. Succeeding Conn in Indianapolis is Ray Schmertz, salesman in Cleveland.

Detroit Strike Sheet Now Has 16 Pages

DETROIT, Jan. 8.—The Detroit "Reporter," emergency newspaper and principal source of printed motion picture advertising and publicity during the now 35-day-old newspaper strike, has finally secured an additional supply of newsprint. By Saturday the publication reached a size of 16 pages and circulation will probably be considerably increased from the current 100,000 to which the paper shortage has limited it. This is good news for Detroit's motion picture industry since all newsstands now become bare long before the day is far gone.

. . . NEWS ROUNDUP

240 'Glory' Dates

Following its premiere in Lexington, on Wednesday at the Kentucky Theatre, David Butler's "Glory" will open in 240 houses throughout the area. The dates for the Superscope-Technicolor romance are spread throughout the Indianapolis, Cleveland and Cincinnati exchange areas.

■

'South' Goes North

Walt Disney's Technicolor feature, "Song of the South," will open in more than 175 New England theatres during the winter school vacation period beginning Feb. 20, it was announced by Leo F. Samuels, general sales manager of Buena Vista, the Disney distribution subsidiary.

■

Damage Fall River Screen

An empty whisky bottle was hurled through the $3,200 screen of Paul Slayer's Durfee Theatre in Fall River, Mass. The culprit escaped. Temporary repairs were made but it may be necessary to replace the screen.

■

Nominate Documentary

"The Story of Light," 10-minute documentary short by Transfilm, has been nominated for an Academy Award. It was made for General Electric.

Lippert Plans

(*Continued from page* 1)

work will be started March 1 on a 1,500-seat house in the San Fernando valley. The theatre will have a 250-car parking lot.

A similar type house will be constructed in the Garden Grove-Buena Park area.

Money has been posted for two other properties for similar type construction.

The circuit recently obtained ownership of a drive-in in upstate Redding.

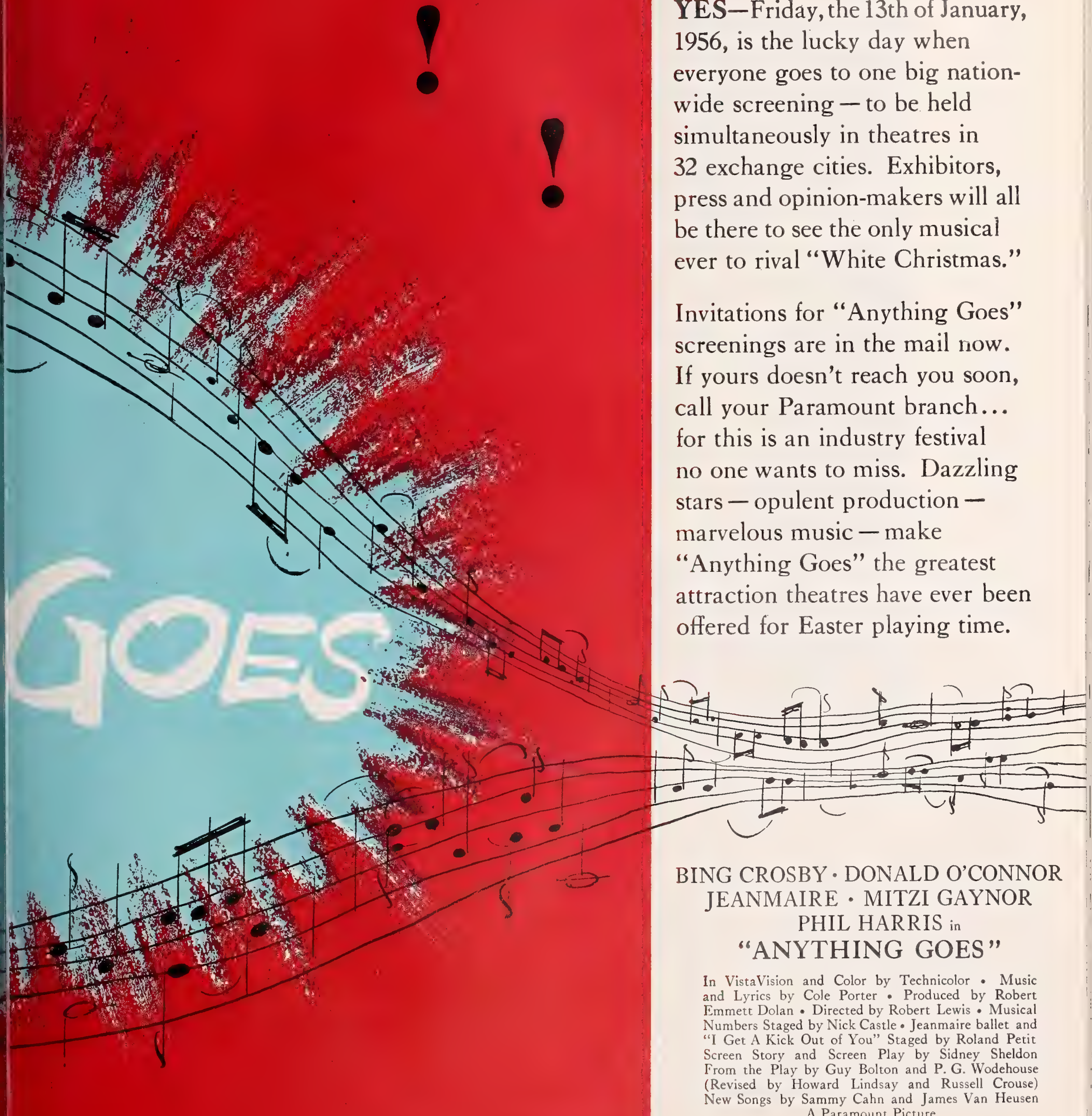
The move marks the first theatre construction in the Los Angeles area in over a year.

187 Prints of 'Troy' Are Sent Overseas

BURBANK, Jan. 8.—Preparing for the 126 round-the-world premieres of "Helen of Troy," Warner Bros. this week completed the shipment to foreign countries of what is said to be the largest number of prints of a single picture ever sent outside the United States. There were 187 copies of the CinemaScope-WarnerColor production. The picture will open in more than 50 nations on Jan. 26.

FRIDAY
ANYTHING

he 13th ... IS A LUCKY DAY



YES—Friday, the 13th of January, 1956, is the lucky day when everyone goes to one big nationwide screening — to be held simultaneously in theatres in 32 exchange cities. Exhibitors, press and opinion-makers will all be there to see the only musical ever to rival "White Christmas."

Invitations for "Anything Goes" screenings are in the mail now. If yours doesn't reach you soon, call your Paramount branch... for this is an industry festival no one wants to miss. Dazzling stars — opulent production — marvelous music — make "Anything Goes" the greatest attraction theatres have ever been offered for Easter playing time.

BING CROSBY · DONALD O'CONNOR
JEANMAIRE · MITZI GAYNOR
PHIL HARRIS in

"ANYTHING GOES"

In VistaVision and Color by Technicolor • Music and Lyrics by Cole Porter • Produced by Robert Emmett Dolan • Directed by Robert Lewis • Musical Numbers Staged by Nick Castle • Jeanmaire ballet and "I Get A Kick Out of You" Staged by Roland Petit
Screen Story and Screen Play by Sidney Sheldon
From the Play by Guy Bolton and P. G. Wodehouse
(Revised by Howard Lindsay and Russell Crouse)
New Songs by Sammy Cahn and James Van Heusen
A Paramount Picture

My sincere gratitude—

to the Television Editors, Columnists and Critics for voting me the "*most promising new female star*"

jeannie carson

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

re Vintage Year

ι monumental 45 per cent in-
ase in gross annual billings for
C Television during the rare
age year of 1955 for the up-
-coming industry was quite
racteristic of the whole busi-
s. Program audiences increased,
ngs went up measurably and
er key factors boomed, accord-
to Robert E. Kintner, ABC
sident. Likewise indicative is
booming increase in the money
nt in advertising during the
r, with a goodly portion of said
ease attributable to television.
total figure for all media is
in the stratospheric billions.
ther evidence to hand is the
r-end report which the National
adcasting Company released
day. In the year just con-
led, the NBC television network
lked up "an unprecedented in-
ase" of 34.6 per cent in total
ss billings and a gain of 22.5
cent in overall income com-
ed with 1954. Other NBC mile-
nes: a 500 per cent increase (to
hours a month) in color pro-
mming, and a new record num-
of advertisers using network
vision, 231. Close to bingo.

eculative

'he problem of so-called "Spe-
ative writing" for television has
eloped to the point where David
tort, president of the Writers
ld Television Branch, in Hol-
ood, publicly answers charges
nembers that the guild is ignor-
"widespread" speculative writ-
. Mr. Dortort says the problem
not being ignored, that a com-
tee is and has been studying
matter, policing where it can;
that since TV has mushroomed
so, it is hard to organize, writingwise, and that there are still many writers outside the guild, in TV. He claims satisfaction with present progress in negotiation and administration of contracts, and says a new film TV contract, now sought, would eliminate the problem. Time will tell.

APPRECIATION

Dear Mr. Aaronson:

I have just seen your recent editorial on our TV survey of the Beverly Hills schools, and would like to express my appreciation of your thoughtful analysis of Dr. Rose's findings. These comments will be of great help to us in our work. — *PETER GOELET, President, National Audience Board, Inc., New York, N. Y.*

Time to Change

▶ The Turner-Farrar Association, operators of a southern Illinois theatre circuit as well as television station owners, aren't waiting for any sweeping allocation policy change from the Federal Communications Commission. They have asked the FCC for permission to shift their Harrisburg, Illinois TV station from UHF channel 22 to VHF channel 13, now authorized for Bowling Green, Kentucky.

When's a Debut?

▶ To raise a point, with no brickbats intended: the publicity people recently were making the welkin ring with the news that Bette Davis is about to make a "double TV debut." It seems that she is going into production at 20th-Fox on a 45-minute TV film adaptation of "Phone Call from a Stranger," for CBS-TV's 20th-Fox Hour, to be followed shortly by a 30-minute film, "At Paso Rojo," for CBS-TV's General Electric Theatre. Now Miss Davis actually has been on television (film) for years, first in a 1952 British effort, "Another Man's Poison," and more recently in the 1953 feature, "The Star." Her real debut will come when some lucky sponsor brings her "live" in a TV drama for the first time. That will be news.

Wider, Wider

▶ NBC-TV's Wide Wide World is getting more and more to be just that, and the men behind the men behind the show are to be credited with challenging and bold steps forward which in the ultimate can do the television industry only the greatest possible good. Now it is planned, for the program of Sunday, January 29, to have TV traverse the Altantic Ocean to visit the British Crown colonies of Bimini and Cat Cay in the Bahamas. Producer Robert Bendick reports the necessity of practically building a station on Bimini, which lacks even a telephone!

New Boss

▶ NBC, after some litigation, finally has taken over ownership of WBUF-TV, television station in Buffalo, N. Y., and plans are proceeding apace for major expansion of the ultra high frequency service over Channel 17. Moving day and new facilities are ahead.

Electronic Future

▶ Electronically and technically the industry must gain in years ahead from the new first team which has taken over the reins of the Allen B. DuMont Laboratories in New Jersey. David T. Schultz, former senior vice-president and treasurer of Raytheon Manufacturing Company, has stepped in as DuMont president while the founder, Dr. DuMont, moves up as chairman of the board. Meanwhile, W. H. Kelley, vice-president and general manager, reports plans for a concentrated sales expansion drive.

He Sure Doody

▶ That ubiquitous, lively, hoot-and-holler young fellow, Howdy Doody, last Friday marked his 2,000th performance over the NBC-TV network. This show for youngsters (and some oldsters have been known to peek), has been handled by Bob (Buffalo Bob) Smith, his best little friend, Howdy, and Roger Muir, the executive producer. Salute!

In Our View

ON the following pages is recorded the lineup of the winning team, so to speak. Here are the winners of the seventh annual poll conducted for "Fame" by "Motion Picture Daily" and now also by "Television Today," among the hundreds of Television editors, critics and writers who are most competent to judge fairly, accurately and intelligently. To them, all thanks for a worthwhile service.

To these winners, a deep bow and a salute, for here are the top echelon of the varsity team, here are the men and women who by their skill, their personality, their warmth, their artistry, have helped carry Television itself to the high position of which it is inherently capable, and to which it has attained and is attaining. And let it be recorded that although there can be no gainsaying that the first position, the top spot in each category of performance is the ultimate achievement for the year, those in each division coming to the wire in second or third place share, too, in the honor, and not by reflected glory, since to achieve a position in the first three is in itself, in the face of the severe competition of the field, high honor and great distinction. From the Ed Sullivans and the Lucille Balls of tried and proved experience in the fine art of winning critics and influencing sponors, to the Johnny Carsons and Jeannie Carsons of such outstanding promise, there is honor enough and for all.

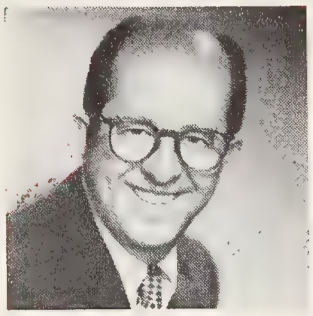
Television, with the new year, is climbing to new heights and greater endeavors. These personalities, upon whom the accolade is so happily bestowed, are in large measure responsible for that achievement of the medium. Theirs is a stern responsibility, as well, to maintain a high quality which will not "let down" either the medium or their legions of followers. To all of them, a hearty and sincere "Well done!" and Good Luck.

—Charles S. Aaronson

THE TV WINNERS—1955

❖ CHAMPION OF CHAMPIONS ❖

Ed Sullivan


Phil Silvers

by CHARLES S. AARONSON

GIVING form and substance to the high quality which made 1955 perhaps vision's greatest year to date, Ed Sullivan, with his CBS-TV Sunday prog the Ed Sullivan Show, for the second successive year was voted Champio Champions as Best Network Program in the seventh annual poll of vision editors, writers and critics, conducted for *Fame* by *Television Today* and *M Picture Daily.*

The Ed Sullivan Show, characterized by its high level of continuing quality, also voted Best Variety Program of 1955, for the third consecutive year.

Keeping pace and sharing the highest honors with the Sullivan program was a fine c dian, an experienced performer, and at the same time a newcomer, in effect, to the vision medium. As Best Television Performer, rating Champion of Champions, was Silvers, whose amusingly resourceful Sergeant Bilko of "You'll Never Get Rich" mad news throughout the year and sent millions of vie into gales of happy hilarity. The Silvers show, too, rated Best Comedy Show of 1955.

The high degree of consistency which is so chara istic of success in the entertainment media, again apparent in the editors' poll. George Gobel, the man with the winningly amusing manner, once scored as Best Comedian, while the unquenchable L Ball demonstrated the hold which, as a fine, vers comedienne, she has had for so long over her audi rating as Best Comedienne.

Among the hopefuls for all the big tomorrow come the two voted Most Promising New Male and Most Promising New Female Star, were, re tively, Johnny Carson and Jeannie Carson. The larity of name, although they are no kin, doubtless send many rushing off to study the name book. quality cannot be found in a book.

Also in the comedy line, George Burns and G Allen copped the top place as the Best Comedy T Number two in this category went to Desi Arnaz Lucille Ball, the latter, of course, a winner on her as the Best Comedienne. In second and third p after Phil Silvers' You'll Never Get Rich as Best edy Show were, respectively, the George Gobel and I Love Lucy. Clearly, this kind of voting req the splitting of hairs on the part of the voter.

The ambitious and provocative Playwrights '56, ter-minded by producer Fred Coe and which is brin television the talents of some of the country's writers and actors, was named Best New Dramatic gram introduced this season.

Voted Most Unique New Program (other than dra was another precedent-shattering show, Wide World, literally as big as all outdoors. The phenome successful $64,000 Question placed number two in category, which was a sort of dividend, since it won the number one spot as Best Quiz Show (audi participation).

Best Dramatic Program award went to Studio which has parlayed top scripts, original staging huckstering by Betty Furness into a real winner. ners up in the usual order were Robert Montgo Presents and Climax, a comparative newcomer.

Max Liebman Presents was named number one Making Most Effective Use of Color, followed by ducers Showcase, which also was number two as Network Program. Ford, co-sponsor of Producers Sh case, also was given the nod for Best Commercial.

Perry Como, whose show, new this season, ran second as Best Variety Show, was himself named Male Vocalist. Dinah Shore, in turn, was Best Fe Vocalist. The Voice of Firestone's simulcast took honors as Best Classical Musical Show, while Y Hit Parade, with its fresh sense of humor, was na Best Popular Musical Show. The comparatively n to-the-TV-network, Grand Ole Opry, was number as Best Country Music Show.

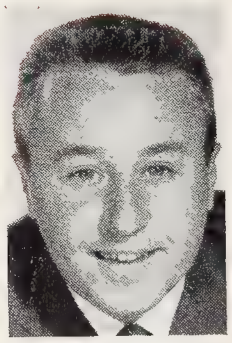
Ziv TV made a special mark in the poll, with i Led Three Lives and Highway Patrol taking, res tively, first and second places in Best Syndicated Series. Continuing to roll along in history is W My Line?, voted Best Quiz Show (panel).

A GALLERY OF WINNERS

Johnny Carson

Jeannie Carson

Max Liebman


George Gobel

Lucille Ball

Burns & Allen

Fred Coe
(Playwrights '56)

Barry Wood
(Wide Wide World)

Felix Jackson
(Studio One)

Alfred Hitchcock

Perry Como

Dinah Shore

Howard Barlow
(Voice of Firestone)

Raymond Scott
(Your Hit Parade)

Irving Waugh
(Grand Ole Opry)

Richard Carlson
(I Led Three Lives)

The Roster of "Fame" Television Winners

THE ELITE ON TV SCREEN

A glance at the archives containing the results of the six previous "Fame" polls on the best in Television reveal some startling instances of longevity, both in program and personality. No less than 10 shows and/or performers have won top position in their respective categories for three or more consecutive times. The leader of them all is Studio One, which has taken a top spot for each of the seven years the poll has been in existence. Winners for no less than six times are The Voice of Firestone, John Cameron Swayze and Meet The Press. Four-time winners include Perry Como, Dinah Shore, Your Hit Parade, What's My Line? and Mel Allen. This year's Champion of Champions, Ed Sullivan, has been tops in his set for three consecutive years, and appears at present good for another 30.

NETWORK PROGRAM
mpion of Champions")

e Ed Sullivan Show (Lincoln-ercury, CBS-TV, Sundays, 00-9:00 P.M., EST, Kenyon Eckhardt)
oducers' Showcase (NBC-V)
nnibus (CBS-TV)

TELEVISION PERFORMER
mpion of Champions")

il Silvers (You'll Never Get ch, Amana Refrigeration - J. Reynolds Tobacco Co., BS-TV, Tuesdays, 8:00-8:30 M., Maury, Lee & Marshall-illiam Esty Co.)
orge Gobel (NBC-TV)
eve Allen (NBC-TV)

PROMISING NEW
STAR

hnny Carson (CBS-TV)
nathan Winters (NBC-TV)
ck Shawn (NBC-TV, CBS-V)

PROMISING NEW
LE STAR

annie Carson (NBC-TV)
ggy King (NBC-TV)
anette Fabray (NBC-TV)

V MAKING MOST
CTIVE USE OF COLOR

ax Liebman Presents (Olds-obile Division, General Motors rp., NBC-TV, 9:00-10:30 M., every 4th Saturday, D. P. rothers & Co.)
oducers' Showcase (NBC-TV)
rd Star Jubilee (CBS-TV)

COMEDIAN

eorge Gobel (The George Go-l Show, Armour Co. - Pet ilk, NBC-TV, Saturdays, :00-10:30 P.M., Gardner Ad-rtising-Foote, Cone & Beld-g)
hil Silvers (CBS-TV)
d Caesar (NBC-TV)

COMEDIENNE

ucille Ball (I Love Lucy, Gen-al Foods - Procter & Gamble, BS-TV, Mondays, 9:00-9:30 M., Young & Rubicam-Biow, eirn, Toigo)
artha Raye (NBC-TV)
anette Fabray (NBC-TV)

COMEDY TEAM

eorge Burns & Gracie Allen Carnation Co. - General Mills, BS-TV, alternate Mondays, :00-8:30 P.M., Erwin, Wasey Co. - B.B.D.O.)
ucille Ball & Desi Arnaz CBS-TV)
ean Martin & Jerry Lewis NBC-TV)

COMEDY SHOW

ou'll Never Get Rich (CBS-V, see Best Performers)
2. George Gobel Show (NBC-TV)
3. I Love Lucy (CBS-TV)

BEST VARIETY PROGRAM

1. The Ed Sullivan Show (CBS-TV, see Best Network Program)
2. The Perry Como Show (NBC-TV)
3. The Colgate Variety Hour (NBC-TV)

BEST PANEL DISCUSSION PROGRAM

1. Meet the Press (Pan American-Johns Manville Corp., NBC-TV, Sundays, 6:00-6:30 P.M., J. Walter Thompson)
2. Face the Nation (CBS-TV)
3. The American Forum of the Air (NBC-TV)

BEST NEW DRAMATIC PROGRAM
(Introduced This Season)

1. Playwrights '56 (Pontiac Motor Division, NBC-TV, alternate Tuesdays, 9:30-10:30 P.M., MacManus, John & Adams)
2. Alfred Hitchcock Presents (CBS-TV)
3. NBC Matinee Theatre (NBC-TV)

MOST UNIQUE NEW PROGRAM
(Other Than Drama)

1. Wide Wide World (Multiple sponsors and agencies, NBC-TV, Sundays, 4-5:40 P.M.)
2. The $64,000 Question (CBS-TV)
3. You'll Never Get Rich (CBS-TV)

BEST DRAMATIC PROGRAM

1. Studio One (Westinghouse Electric, CBS-TV, Mondays, 10:00 - 11:00 P.M., McCann Erickson)
2. Robert Montgomery Presents (NBC-TV)
3. Climax (CBS-TV)

BEST MYSTERY PROGRAM

1. Alfred Hitchcock Presents (Bristol Myers, CBS-TV, Sundays, 9:30-10:00 P.M., Young & Rubicam)
2. Dragnet (NBC-TV)
3. The Lineup (CBS-TV)

BEST VOCALIST (Male)

1. Perry Como (The Perry Como Show, NBC-TV, Saturdays, 8:00-9:00 P.M., multiple sponsors & agencies)
2. Eddie Fisher (NBC-TV)
3. Harry Belafonte (All nets)

BEST VOCALIST (Female)

1. Dinah Shore (The Dinah Shore Show, Chevrolet Motor Div., General Motors Corp., NBC-TV, Tuesdays & Thursdays, 7:30-7:45 P.M., Campbell-Ewald Co.)
2. Patti Page (All networks)
3. Gisele Mackenzie (NBC-TV)

BEST CLASSICAL MUSIC SHOW

1. Voice of Firestone (Firestone Tire & Rubber Co., ABC-TV, Mondays, 8:30-9:00 P.M., Sweeney & James Co.)
2. NBC Opera Theatre (NBC-TV)
3. Liberace

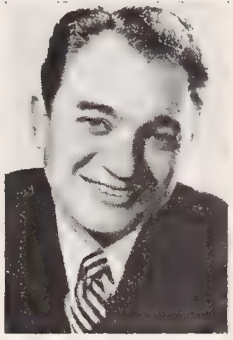
BEST POPULAR MUSICAL SHOW

1. Your Hit Parade (American Tobacco-Warner Hudnut, NBC-TV, Saturdays, 10:30-11:00 P.M., B.B.D.O.-Kenyon & Eckhardt)
2. The Perry Como Show (NBC-TV)
3. The Lawrence Welk Show (ABC-TV)

(Continued on following page)

A GALLERY OF MORE WINNERS

John C. Swayze


Mel Allen

Garry Moore

George Fenneman

Hal March
(*$64,000 Question*)

John Daly
(*What's My Line*)

Albert McCleery
(*NBC Matinee Theatre*)

Lawrence Spivak
(*Meet the Press*)

Walt Disney

ROSTER OF WINNERS

(Continued from preceding page)

BEST COUNTRY MUSIC SHOW

1. Grand Ole Opry (Ralston Purina, ABC-TV, every fourth Saturday, 8:00-9:00 P.M., Guild, Bascom & Bonfigly)
2. Ozark Jubilee (ABC-TV)
3. Midwestern Hayride (NBC-TV)

BEST SYNDICATED FILM SERIES

1. I Led Three Lives (Ziv)
2. Highway Patrol (Ziv)
3. Confidential File (Guild)

BEST QUIZ SHOW (Audience Participation)

1. The $64,000 Question (Revlon Products, CBS-TV, Tuesdays, 10:00 - 10:30 P.M., Norman, Craig & Kummel)
2. You Bet Your Life (NBC-TV)
3. People Are Funny (NBC-TV)

BEST QUIZ SHOW (Panel)

1. What's My Line? (Jules Montenier-Remington Rand, CBS-TV, Sundays, 10:30-11:00 P.M., Earle Ludgin & Co. - Young & Rubicam)
2. I've Got a Secret (CBS-TV)
3. Masquerade Party (ABC-TV)

BEST MASTER OF CEREMONIES

1. Garry Moore (Multiple shows, sponsors, agencies, CBS-TV)
2. Hal March (CBS-TV)
3. Ed Sullivan (CBS-TV)

BEST ANNOUNCER

1. George Fenneman (Multiple shows, NBC-TV)
2. Jack Lescoulie (NBC-TV)
3. Tony Marvin (CBS-TV)

BEST NEWS COMMENTATOR

1. John Cameron Swayze (NBC-TV)
2. Douglas Edwards (CBS-TV)
3. John Daly (ABC-TV)

BEST SPORTSCASTER

1. Mel Allen
2. Jack Drees (ABC-TV)
3. Lindsey Nelson

BEST DAYTIME PROGRAM

1. NBC Matinee Theatre (Motorola-Procter & Gamble, NBC-TV, Fridays, 3:00-4:00 P.M., Leo Burnett Co. - Benton & Bowles)
2. Today (NBC-TV) *and* The Garry Moore Show (CBS-TV) *tied.*
3. Home (NBC-TV)

BEST CHILDREN'S PROGRAM

1. Disneyland (American Motors-American Dairyland Associates-Derby Foods, ABC-TV, Wednesdays, 7:30-8:30 P.M., Campbell-Mithun-Guyer Advertising-Brooks, Smith, French & Dorrance)
2. The Mickey Mouse Club (ABC-TV)
3. Ding Dong School (NBC-TV)

BEST COMMERCIAL

1. Ford
2. Kraft Foods
3. Gillette

BEST NETWORK PUBLICITY SERVICE

1. CBS
2. NBC
3. ABC

BEST SERVICE, INDIVIDUAL PUBLICITY OFFICE

1. Young & Rubicam's Bureau of Industrial Service
2. J. Walter Thompson Co.
3. Batten, Barton, Durstine & Osborn

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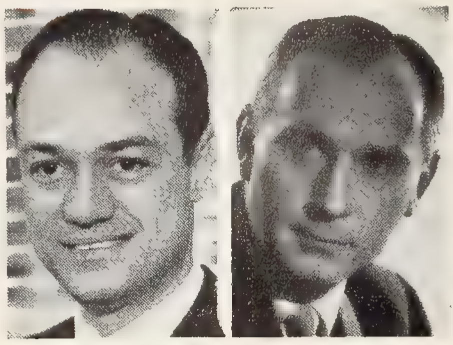

Charles Oppenheim Harry Rauch

Television editors and writers took careful cognizance of the invaluable services rendered by those men and departments devoted to promotion of their wares, who at the same time perform a worthwhile function in imparting information. Once again, the CBS publicity department, headed by Charles Oppenheim, was rated the best network publicity service, followed closely by NBC and ABC. Young & Rubicam's Bureau of Industrial Service headed by Harry Rauch, ranked first among individual publicity offices, with J. Walter Thompson and Batten, Barton, Durstine and Osborn, close behind.

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TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: The cycle of quiz shows has not passed its peak, and the question-and-answer programs will attain new heights of popularity during 1956, predicts **Jim Morgan**, TV director.

"In the spirited competition to woo viewing audiences away from each other, the sponsors keep increasing the cash prizes, and are adding other special inducements to further stimulate the popularity of these audience-participation shows," said Mr. Morgan, who directs the new no-limit CBS quizzer, "Do You Trust Your Wife?", starring **Edgar Bergen**, with Charlie McCarthy, Mortimer Snerd and Effie Klinker. The **Don Federson** filmed show followed the $64,000 Question and it looks like the new show will grow and grow.

◆

Fred Hamilton brings 10 years of experience in the agency field (MCA and Jaffe) with him as he joins the program department of NBC's television network, Pacific Division. Fred did a great job handling **Donald O'Connor** for both the Jaffe agency and NBC-TV's "Colgate Comedy Hour."

◆

With more than 100 TV stations around the country replacing little theatres as a source of new talent, **John Conte**, host-star of NB "Matinee," views this as an ex lent opportunity for the netwo to use smaller stations and a iates as "farms," similar to method employed by major lea baseball clubs in grooming play via the minor league route.

◆

Robert B. Raisbeck, who produ the Ruggles telefilm series, one the earlier family-type progr seen over the ABC net, joined recently formed North Ameri Film Corporation as director sales, and completed plans v **Edgar Yuhl**, president of the c pany, for the formation of a city distribution organization.

◆

Frank Gruber, who has had of his 38 novels converted feature films, disagrees emph cally with the recurrent ou that folks are surfeited with W erns in motion pictures and "The rugged frontier lore of An ica, like the bible, will always a fruitful source of material popular entertainment—for scr stage, radio and TV. This typ drama has always had, and continue to have, a universal peal, in every popular medium entertainment," he says.

—*SAMUEL D. BE*

Who's Where

CHARLES C. BEVIS, JR., has been named general manager of WBUF-TV, Buffalo, UHF television station owned by the National Broadcasting Company, it is announced by **CHARLES R. DENNY**, vice-president of NBC owned stations.

MORTIMER WEINBACH has been promoted to the newly-created post of ABC director of personnel and labor relations, it is announced by **ROBERT E. KINTNER**, president of the American Broadcasting Company.

HENRY DABROWSKI has been named technical director of engineering for television station WATV, Channel 13, and Radio Station WAAT and WAAT-FM, it has been announced by **FRANK V. BREMER**, vice-president in charge of engineering.

BENNET H. KORN, FRANCIS A. O'DRISCOLL, DAVE BAYLOR, WALT PLANT and **DAVID WILLIS** have joined the sales staff of Television Programs of America, Inc., in a major expansion announced by **MICHAEL M. SILLERMAN**, TPA executive vice-president.

WALLACE A. ROSS, televi trade paper publisher and s promotion specialist, will join New York office of the Arthu Jacobs Public Relations Jan. 1

EDWIN VANE has been appoi NBC manager of national audi promotion, it is announced **JOHN H. PORTER**, manager national advertising and promo for NBC.

JOHN M. COOPER, director radio and television news for International News Service s 1947, will become newsfilm ducer for the Columbia Broadc ing System, it is announced **SIG MICKELSON**, CBS vice-p ident, news and public affairs.

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assing in Review

T SPECIAL EXCITEMENT in live television drama, the essence of
ı can never be duplicated on film or on the live and supposedly
mate stage, was brilliantly demonstrated last week in three succes-
evenings by three of the top shows in the business. Chronologically,
ead-off item was NBC-TV's Robert Montgomery presentation of
e Men from Tomorrow" Monday night. As written by Robert Shaw,
collection of three one-act plays, having as their theme the 97 per
of the nation's youth which is *not* delinquent, was a moving and
inatively conceived study of personal valor.

sday night came NBC-TV's Playwrights '56 presentation of Harry
ey's "The Day the Trains Stopped Running," starring Joseph Sweeney
ikeable old codger who just couldn't accept retirement. Mr. Sweeney's
rmance was the stuff of which awards are made, while Elizabeth
rson, long of Hollywood, gave the role of Sweeney's wife a variety,
ty and humor that are rare in any medium. Wednesday night John
vetes and Lois Smith performed with intense (but no less effective)
's Studio style as the ill-fated lovers in The Steel Hour's "Bring Me a
m," on CBS-TV. This John Vlahos script, while written in a rather
iar framework and employing the kind of dialogue wherein inarticu-
haracters keep repeating the endings of sentences, was nevertheless
ful and essentially true to life. More importantly, however, and in
on with the other two shows, it was a medium doing a job that can
ne by no other.

stations ushered in the New Year with all the standard accoutre-
s, including NBC-TV's coverage of Guy Lombardo and family at their
in the Roosevelt Hotel. The oddest New Year's show was the one
n by WABC-TV from midnight to 1 A.M., in which Constance Bennett,
nearly empty theatre, was mistress of ceremonies to a handful of
dancers and singers and a brace of Ehlers coffee commercials, in
lity two, but these commercials were repeated throughout the show
hilarious regularity. In keeping with the season, two of the week's
ights were on ice—both provided by NBC-TV. The first was the de-
ful Barbara Ann Scott-Dick Button interlude in the New Year's
ng "Happy New Year Show," and the second a remote from Stowe,
on Wednesday morning's Today show, featuring skater Tenley Al-
t, a pretty champion who not so incidentally overcame a bout with
. Elsewhere in the week:

ALCADE THEATRE: "The y Who Walked to America," C-TV, 9:30 P.M., EST, Tuesday, uary 3, 1956. Film. For Du- t.

rhaps just a little too heavily
-warming, even though sin-
is "The Boy Who Walked to
ica," a tale of a Korean war
an who by hook and crook re-
s his dream of getting to the
ed States. As is the wont of
avalcade series, this story also
n inobtrusive moral: the little
whose aim has been primarily
red by his picture of America
e land of plenty, finally comes
alize that the country's ma-
l wealth is, after all, second-
to the spiritual strength. In
itle role, Danny Chang is win-
nd receives able support from
Beaumont and John Dennis
wo of the various Americans
help his cause. Warren Lewis
oducer and Laslo Benedek the
tor. The physical production
especially the photography
h the best in any TV series.

YOU TRUST YOUR WIFE? emiere), CBS-TV, ½ Hour, 30 P.M., EST., Tuesday, Janu- 3, 1956. Film. For Frigidaire.

oducer Don Fedderson may
well have a winner in his
filmed quiz program, "Do You
t Your Wife?" If the first
Tuesday night was a fair
le—and there's no reason to
ose it wasn't—here is a bright,
sant half-hour having an uncomplicated but not too simple format and an entertaining master of ceremonies, Edgar Bergen. Mr. Bergen, in the company of his articulate friends, Charlie McCarthy, Mortimer Snerd and Effie Klinker, interviews and quizzes his married couple guests, the title gimmick being the husband's perogative to answer the question or to trust his wife to do so. A special feature is the so-called Trust Fund Question, the prize for which is $100 a week for one year. Being on film, the show, of course, is able to be edited, which accounts for its breezy pace and the happy absence of the inconsequential. The fact that the questions are fairly rudimentary makes no difference.

THE PERRY COMO SHOW, NBC-TV, 1 Hour, 8 P.M., EST, Saturday, December 31, 1955. Live, from New York. For participating sponsors.

The well-publicized nonchalance of Perry Como sets the tone for this high-styled, uncluttered and extremely easy-to-take variety show. Unlike other shows of the same genre, this one, however, is not necessarily only as good as its guests, for the emcee himself, in deceptively easy fashion, could alone make an entertaining hour singing, winging a few steps or just wearing funny hats (which he doesn't). Last week's guests contributed top-notch entertainment, both by nature of their various abilities and the fact that they aren't overly familiar to TV audiences. Lee Cooley is the producer and ultimately must be responsible for the over-all taste in sets, music and material.

The Show-Makers

Dan Dailey *will star in "Paris in the Springtime,"* ***Max Liebman's*** *next color Spectacular on NBC-TV, January 21. Co-starring will be* ***Gale Sherwood, Helen Gallagher, Jack Whiting, Bambi Linn*** *and* ***Rod Alexander.*** *This show replaces "The Cat and the Fiddle," originally scheduled for that time.*

◆

Parke Levy, *creator and head writer of CBS-TV's December Bride series, has been appointed producer of the show following the resignation of* ***Samuel Marx.***

◆

Gloria Talbott *stars in "The Prison Within" to be presented on the Du Pont Cavalcade Theatre over the ABC-TV network January 17. In support are* ***Claire Carleton, Joi Lansing*** *and* ***Mark Damon.***

THREE programs filmed in four hours, is the speed record in the TV-film Electronicam production of the new series, "Love and Marriage," discussed above by George Jessel, center, producer; Werner Michel, left, director of production for Electronicam, and Jack Etra, director of photography. It's the live-on-film medium.

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07 Per Share

isney Year's et Increases) $1,352,576

nings Compare With 3,852 in Fiscal '54

From THE DAILY Bureau

)S ANGELES, Jan. 9.—Consoli- net profit of Walt Disney Pro- ons in the fiscal year ended Oct. is $1,352,576, equal to $2.07 a on the 40 shares ommon outstand- president O. Disney today in nnual re- to share- rs. This ared with ofit of 3,852, or a share, e 1954 fis- ear. Provi- for income taxes was $1,150,000)55 and $840,000 in 1954.

Roy O. Disney

oss income in 1955 rose to $24,-

(*Continued on page* 7)

nnors, Cohen and over Form Circuit

m Connors of Tom Connors As- tes, Max A. Cohen, president of ma Circuit, and George Hoover, barker of International Variety s, have formed a new theatre ration, Theatre Associates, Inc., h will engaged in motion picture re circuit operations.

nnors revealed here yesterday

(*Continued on page* 7)

shinskys to Show w Camera Lens

From THE DAILY Bureau

OLLYWOOD, Jan. 9.—A new m. photographing lens, developed Superscope by Joseph and Irving insky in association with Dr. ner Bender, chief Superscope sicist, was announced today. The inskys, who will demonstrate the

(*Continued on page* 7)

"Costly Battle" Predicted

Too Many First Runs in Greater K.C. Creating Serious Product Situation

Special to THE DAILY

KANSAS CITY, Jan. 9.—The already scrambled and unsettled motion picture situation in Kansas City promises to become even more jittery as a result of the action of last week of the Paramount Theatre, operated by Tri-States Theatre Corp., in bidding on and acquiring M-G-M's "Ransom."

The step by the Paramount conceivably may touch off a spirited and costly battle among the local first-run houses, which have been increasingly plagued by a shortage of product.

Since the advent of the Roxy Theatre, owned by the Durwood interests, as a first-run theatre about two years ago, and the Federal government's legal moves that opened the way for Kansas City, Kansas, theatres to open pictures day and date with those in Kansas City, Mo., the film business here has been in constant unrest.

Despite the leeway on bidding resulting from the government's action, the Kansas City theatres, with the exception of the Roxy, generally have followed the practice of hewing to a line followed before the Federal court rulings.

With only minor exceptions, the

(*Continued on page* 6)

German, Klein Urge Support by Industry At VC 35 Installation

An appeal for more membership and industry support for Variety Clubs and its New York Tent No. 35 was rendered here yesterday by retiring chief barker William J. German and new chief barker Harold Klein, who declared during his installation that "the main purpose of my office is to bring the membership closer to the activities of the tent."

William German

German in addressing some 225 industry figures who attended the Toots Shor's Restaurant luncheon meeting here yesterday, stated that "Variety has

(*Continued on page* 7)

Lieber Quits as RKO Ad Chief

Perry W. Lieber has resigned his post as national director for RKO Radio Pictures, effective Feb. 1.

After 25 years at the Hollywood studios, Lieber was summoned to headquarters at the home office in New York last October. Due to complications beyond Lieber's or the company's control, it was found that Lieber's family could not join him in New York; hence the resignation and Lieber's return to Hollywood in a new venture.

Perry Lieber

At the time Lieber was summoned to New York, Mervin Houser was named studio publicity director.

No announcement has been made as to future organizational plans of RKO's advertising-publicity-exploitation operations.

Funds Shortage May Kill Pa. Censorship

Special to THE DAILY

HARRISBURG, PA., Jan. 9—Abolition of the Pennsylvania censor board because of a lack of funds has been indicated by Gov. George M. Leader.

Leader said the $235,000 appropriation normally given the three-member board was cut from the 1955-57 Public Instruction Department budget, making financing of the agency extremely difficult.

Constitutionality of the board's functions, which employs an 18-

(*Continued on page* 7)

'Cabinet Meet'

TOA Leaders In Executive Session Here

Wide Variety of Topics On Association Agenda

By **LESTER DINOFF**

A "kitchen cabinet" meeting of top Theatre Owners of America leaders, at which a number of industry matters were aired and discussed, including the setting of the date for the national exhibitor organization's mid-winter board meeting, now slated for Feb. 27-28 at the Hotel Shoreham in Washington, commenced here yesterday, according to TOA president Myron N. Blank.

Blank, in disclosing that the "kitchen cabinet" meetings will take place all this week, said that the get-together of exhibitor leaders was called to formulate an agenda for the TOA mid-winter board meeting, discuss the nature of the testimony which will be given at the Senate Small Business Sub-committee hearings on Feb. 2 and discuss further the matter of retaining an executive director.

"The meetings have been called to

(*Continued on page* 6)

TOA to Decide on Executive Director

Elmer F. Lux, veteran Buffalo exhibition and distribution executive, is "one of many" candidates under consideration for the post of executive director of Theatre Owners of America, Myron Blank, TOA president, said yesterday.

Designation of an executive di-

(*Continued on page* 6)

Four-Member EDC Named by ITOO

Special to THE DAILY

COLUMBUS, O., Jan. 9.—Four-member Emergency Defense Committee for Ohio exhibitors was appointed by Horace Adams, president of the Independent Theatre Owners of Ohio, at a meeting of the association's board of directors here. Committee members include Leo Jones, Star Theatre,

(*Continued on page* 6)

PERSONAL MENTION

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, and **Russell Holman**, Eastern production manager, will leave New York by plane today for London, Paris and Rome.

•

Leo F. Samuels, Buena Vista president and general sales manager; **James O'Gara**, sales supervisor, and **Ned Clarke**, Disney foreign manager, have left New York by train for the Coast.

•

Robert M. Weitman, American Broadcasting Co. vice-president, will arrive in Hollywood today from New York.

•

Harry Saltzman, managing director of Remus Films, Ltd., is scheduled to arrive here tomorrow from London via B.O.A.C.

•

Sam Germaine, 20th Century-Fox salesman in Connecticut, and **Mrs. Germaine** are celebrating their 40th wedding anniversary.

•

Donald Heller, of the United Artists special events department, is the father of a daughter born to **Mrs. Heller** at Lenox Hill Hospital.

•

Betty Karan, of the United Artists publicity department, will be married here on March 11 to **Harry Honig**.

•

Joe Rosen, Universal branch manager in Detroit, has returned there with **Mrs. Rosen** and their son from Miami.

•

B. G. Kranze, United Artists general sales manager, will leave New York today for Florida.

•

Stanley Kramer will arrive in New York tomorrow from the Coast. He will leave here on Jan. 17 for Spain.

Fill Vacancy on House Tax Group

WASHINGTON, Jan. 9. – Rep. Machrowicz (D., Mich.) was named by a caucus of House Democrats today to fill a vacancy on the tax-writing House Ways and Means Committee.

Approval by the House itself is automatic. Machrowicz, a 55-year-old lawyer from Hamtramck, Mich., was named to fill the vacancy left by the death of the late Rep. Dingell of Michigan. The new committee member has been in Congress since 1951.

Increased Theatrical Outlets to Be Asked By USIA Abroad

From THE DAILY Bureau

WASHINGTON, Jan. 9.–The U. S. Information Agency will seek increased theatrical distribution for its films abroad in the coming year, according to Turner J. Shelton, chief of U.S.I.A.'s motion picture division.

In previous years, the agency, which carries on the government's overseas information and propaganda program, distributed only a handful of its films in theatres abroad using the established foreign distribution channels of the industry. Last year, Shelton said, industry cooperation stepped up the number of U.S.I.A. features getting theatrical distribution by 15 per cent to 20 per cent. He added that the agency hoped to increase the percentage even more this year, thus reaching a greater cross-section of people in foreign countries.

Visited at Studios

Shelton just returned from 10 days on the West Coast, where he conferred with producer Cecil B. De Mille, film consultant to U.S.I.A.

The motion picture division, Shelton said, hopes to have its budget for the fiscal year starting July 1 "substantially increased" over the almost $4,000,000 alloted the program this fiscal year.

Kelmer Retires; Shift RKO Circuit Mgrs.

Leon Kelmer, who retires as manager of the RKO Albee Theatre in downtown Brooklyn, today, was tendered a luncheon yesterday at Rumpelmayer's by RKO Theatres' home office executives and associates including Sol A. Schwartz, president; William W. Howard, vice president; Thomas O'Connor, Harry Mandel, Thomas Crehan, Charles Horstman, division managers Michael Edelstein, Sigurd Wexo and Charles Oelreich, and Pat Grosso, Albee publicist.

With Company 38 Years

Kelmer has been with RKO Theatres for 38 years. He is leaving shortly with Mrs Kelmer for a three-month stay in Miami, then for an extended tour of Europe.

With the retirement of Kelmer, Howard announced the following promotions effective immediately: Clayton Pruitt of the Coliseum becomes manager of the Albee; Jack Reiss of the Royal replaces Pruitt; Rocque Casamassine from the Franklin to the Royal; Richard Reynolds from the Alhambra to the Franklin; Nicola Constabile from the Greenpoint to the Alhambra, and James Crawford, assistant at the Columbia, Far Rockaway, becomes manager of the Greenpoint.

Fox Starts Regional Sales Conferences

Plans for the handling of key city demonstrations of CinemaScope 55, merchandising-promotion programs covering releases between January and June, and long-range policy on the recently announced amplified production and distribution program of 34 CinemaScope pictures this year will be covered at a series of meetings this week at all 20th Century-Fox domestic and Canadian exchanges.

Following through on last week's national sales conference at which president Spyros P. Skouras, distribution director Al Lichtman, vice-president Charles Einfeld and executive assistant general sales manager W. C. Gehring described the company's $70,000,000 program, the meetings will implement plans set at the home office conclave.

Commencing on Jan. 23, demonstrations are expected to be more heavily attended than those staged more than two years ago to introduce CinemaScope and "The Robe." Invited to programs to be held mornings, initially in 59 cities, will be more than 200,000 exhibitors, film trade and lay newspaper editors, TV and radio executives, educational figures and leading citizens from many walks of life.

'Troy' Premiere to Honor Press Club

The New York premiere of Warner Bros.' CinemaScope and WarnerColor film "Helen of Troy," to take place on the evening of Jan. 25, at the Criterion Theatre, will be in honor of the Overseas Press Club of America. The organization represents several hundred present and former overseas correspondents who write the news for American newspapers. The members of the club who live overseas will attend their local premieres of "Helen of Troy," which are taking place simultaneously in 126 cities and in more than 50 countries around the world.

The premiere of "Helen of Troy" will be set as a "gala" Broadway event attended by an audience of internationally famous stars, society leaders and dignitaries, WB announced.

Nov. Craft Earnings Down from October

HOLLYWOOD, Jan. 9.–Average earnings of studio craft workers in November were down slightly from the October level, California Department of Industrial Relations revealed in its monthly report. The November average was $125.60. October averaged $128.81. November work week was down one hour, from 43.6 to 42.6.

29,213 Installations Of CinemaScope Ar Reported Worldwid

More than 29,000 theatres throu out the world are now equipped present CinemaScope attractions v either magnetic or optical sound, cording to the latest 20th Centu Fox tabulations on domestic and eign installations.

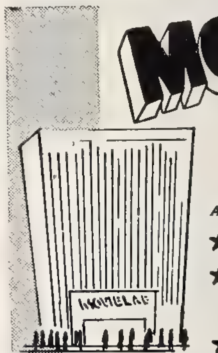
The latest 20th-Fox weekly co disclosed that in the domestic mar the U.S. and Canada, 16,295 thea were equipped for CinemaScope w the foreign installations numb 12,918.

Of the domestic tabulations, 12, theatres were conventional ho 3,124 were drive-ins, 589 were ser installations and 170 were theatrical situations.

In the 20th-Fox tabulations, it revealed that in the foreign ma preference in sound leans tov optical as 8,908 theatres are op CinemaScope installations and 4 houses have four-track magn stereophonic equipment. Dome wise, the ratio is much larger 11,837 theatres utilizing optical eq ment, 3,639 are magnetic installat and 819 theatres have mixers.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"KISMET"
in CinemaScope and Color starri
HOWARD KEEL . ANN BLYT
DOLORES GRAY . VIC DAMO
AN M-G-M PICTURE
and The Music Hall's Great Christmas S



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irst TV Almanac lakes Its Debut o the Industry

he International Television Al-
ac, published by Quigley Publish-
Co., is making its first appear-
this week as a companion book
he 27th edition of Quigley's In-
ational Motion Picture Almanac.
ed by Charles A. Aaronson, the
page thumb-indexed reference
is designed to save valuable
for people in the television in-
ry who want information and
and want them fast.
ighlighted by articles written by
mas A. McAvity, vice-president
harge of the NBC television net-
k; J. L. Van Volkenburg, presi-
of CBS television, and Slocum
pin, vice-president in charge of
-TV sales, the International Tele-
on Almanac is the only finger-tip
rence source on who's who, what's
t, where and when—the only book
ts kind, comparable to a set of
volumes in one.

Foreword by Publisher

artin Quigley, publisher, in the
anac's foreword, declares: "This
edition of the International Tele-
on Almanac is backed by the re-
ch and statistical resources of its
panion publication—the Interna-
al Motion Picture Almanac, now
ts 28th year. Even before World
II, television was treated exten-
ly in the Almanac. During the
several years it occupied a large
of the book. The reference needs
the television industry now are
that they can best be serviced
a separate volume. Within these
es will be found information rela-
to all phases of television. One
the unique characteristics of the
anac is the comprehensive bio-
hical sections, while other sec-
s include data on the men and
panies responsible for providing
vision entertainment for the Amer-
public. This book is dedicated—
its annual successors will be—to
artistic and commercial advance-
t of the television industry."

15 Thumb-Indexed Sections

he Almanac has 15 thumb-in-
ed organized sections which con-
such information as Who's Who,
e than 300 biographies; data on
ducers and distributors, programs,
ices and equipment, corporation
ctures, motion pictures, TV sta-
s, agencies and station representa-
s, statistics, codes, awards, organ-
ions, Canada television, Great
tain data, commercial and non-
mercial, and the world market,
s a press listing.
ognizant of the needs and wants
the television industry, Quigley
lications launched a survey to de-
mine the extent to which the TV
d was being serviced in a prac-
ble manner. After many sugges-
s from enthusiastic subscribers,

as well as the survey results, one fact becomes clear: The television industry needs and wants a complete TV Almanac—a book to answer all its factual questions in the thoroughly reliable and easy-to-find manner which made the Almanac so widely preferred in the motion picture field.

Will Hollywood Leave Some for Us? UK Asks

Withdrawal of Sterling from Japan By U.S. Worries British Producers

By PETER BURNUP

LONDON, Jan. 9.—At its latest meeting, the council of the British Film Producers' Association was informed that American film companies in Japan had obtained from the Japanese government permission to remit in the form of sterling the equivalent of $1,500,00 in addition to their regular remittances.

The Board of Trade, it was stated, had confirmed this information and questions had been put to them by the association about the possible effect of this arrangement on the availability of sterling in Japan for the remittance of film earnings by the British Commonwealth Film Corporation.

Subsequently, Sir Henry French, the association's director-general, said to newsmen: "We are very disturbed about this. Our point is that this shifting of sterling to Britain in behalf of the Americans will not leave enough for us. We were told a short time ago that there was not sufficient sterling in Japan for full British remittances to be made, although British monies blocked in Japan had now been unfrozen."

The present British agreement with the Japanese provides for the remittance of 25 per cent of gross earnings. The Producers' Association now fears that the latest consent given American interests may exhaust the balance of British earnings and that another serious shortage of sterling may develop in Japan.

Dual-Representation Ruling Is Upheld

WASHINGTON, Jan. 9.—The Supreme Court refused to review decisions of the Second Circuit Court of Appeals on the qualifications of a particular law firm to represent two plaintiffs in anti-trust actions.

The lower court disqualified Arnold Malkan and his firm from acting as attorney for Laskey Brothers of West Virginia, Inc., in one anti-trust suit, but permitted Malkan and his firm to act as plaintiffs for the Austin Theatre in a second suit.

Malkan and Laskey appealed the first decision, and the distributors appealed the second, but the high court today refused to upset either lower court verdict.

Isacson Association Dissolved

Malkan was once associated with the firm of Malkan and Isacson, and Isacson had represented major distributors in confidential matters. Malkan later dissolved his association with Isacson and set up the new firm of Malkan and Ellner. The appeals court held that Malkan and his firm should be disqualified from representing Laskey, but that the new firm should not be disqualified from representing the Austin Theatre because it was not employed by Austin until after the Isacson partnership was dissolved.

RKO Buys 'Prowler'

HOLLYWOOD, Jan. 9.—"The Lady and the Prowler" has been purchased by RKO from F. W. Durkee, Jr., and is scheduled for production in late June with an all-star cast of players.

Swiss Lose Suit Over Gen. Aniline Control

WASHINGTON, Jan. 9.—The Supreme Court today refused to interfere with a lower court decision dismissing conditionally a Swiss suit to recover control of General Aniline and Film Corp.

The Swiss firm that owned 90 per cent of the General Aniline stock before it was seized by the U. S. government during World War II brought suit to recover the stock. The U. S. government demanded certain Swiss government papers be provided for the U. S. defense, but the Swiss government refused to release the documents. A District Court here then ruled that the suit be dismissed unless the Swiss government provides the papers by May, 1956. It was this decision that the Supreme Court today refused to upset.

Shurlock's Mother Dies at Age of 99

HOLLYWOOD, Jan. 9.—Services will be held tomorrow at the Hollywood Cemetery Chapel for Mrs. Frances H. Shurlock, 99, who died Saturday after a two-day illness.

Mother of Production Code Administrator Geoffrey Shurlock, the deceased would have reached her 100th birthday on Jan. 15. Her daughter, Mrs Olive Sjorlander, had arrived from Sweden to attend birthday ceremonies. In addition to the PCA executive, another son, Allan, survives.

'Cry' Scores in Chicago

CHICAGO, Jan. 9.—"I'll Cry Tomorrow" wound up its second world premiere week at the UA Theatre here with a big $37,700, with a New Year's extra show, as against "Gone With the Wind," which ended the same week at the same theatre with $29,400.

At MPA Request

Copyright Case Will Be Heard By High Court

By J. A. OTTEN

WASHINGTON, Jan. 9.—The Supreme Court today agreed to review a lower court decision that the Motion Picture Association said could seriously interfere with the acquisition of literary and musical copyrights for motion pictures.

The Ninth Circuit Court of Appeals ruled that children were equally entitled with the widow of a deceased copyright holder to grant licenses on copyrights. MPAA and other groups said this upset time-honored practice and opened the way for different persons to grant copyrights to different licensees. MPAA and the other groups want only one person to have the say about granting copyright licenses.

Involved De Sylva Works

The case to be reviewed by the Supreme Court involves the question of the ownership of the song copyrights by the late George G. De Sylva. His widow, Marie De Sylva, had renewed the copyrights and licensed them. A suit was brought by the mother of Stephen W. Ballentine, the admittedly illegitimate child of De Sylva, for a share in control of the copyrights. The District Court said only the widow had a say, but the Circuit Court said both widow and children had a share in the proceeds of the copyrights and that both were authorized to grant licenses or other non-exclusive rights.

MPAA, the Song Writers Protective Association, ASCAP and other groups protested, claiming this would hopelessly confuse the granting of copyright licenses. MPAA, in its "friend of the court" appeal to the high court, pointed out that film companies buy exclusive rights to literary and musical material, and that unless they can get these exclusive rights, the possibility of the use of the material by competing media would deter the acquisition and the use of the works in motion pictures. "The availability of exclusive rights encourages and makes possible the widest distribution of the work," MPAA said.

To Accept MPA Briefs

In agreeing to review the circuit court decision, the high court today said it would also accept the "friend of the court" briefs from MPAA and the other groups.

Jerrold Buys Company

PHILADELPHIA, Jan. 9.—Jerrold Electronics Corporation, Philadelphia manufacturer of electronic equipment, has purchased the Spanish Mountain Television Corp., which owns and operates the community antenna system in Ukiah, Calif.

NATIONWIDE DEMONSTRA

CINEMASCOPE 55

MORE THAN YOUR EYES HAVE EVER SEEN

Your first chance to see for yourself:

- the images are radiantly bright and sharp
- the backgrounds are as clearly in focus as the foregrounds
- the illusion of depth is breathtaking
- no distortion, no fading at extreme sides or top and bottom of screen
- the same fine quality when viewed from any seat in the theatre

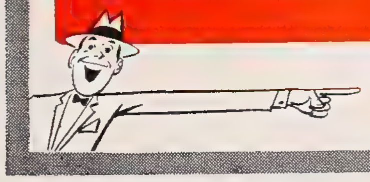
AND NO CHANGES REQUIRED IN THE BOOTHS OF THEATRES EQUIPPED FOR STEREOPHONIC SOU

NS BEGIN JANUARY 23!

Below is a list of the cities, theatres and dates on which these demonstrations will be held:

CITY	THEATRE	DATE
ALBANY	Palace	Feb. 6
ALBUQUERQUE	Sunshine	Feb. 19
ATLANTA	Fox	Jan. 30
BALTIMORE	New	Feb. 10
BIRMINGHAM	Alabama	Feb. 15
BOSTON	Memorial	Jan. 24
BUFFALO	Center	Jan. 31
CHARLESTON, W. VA.	Kearse	Feb. 15
CHARLOTTE	Carolina	Jan. 27
CHATTANOOGA	Tivoli	Feb. 10
CHICAGO	Uptown	Jan. 23
CINCINNATI	Albee	Jan. 25
CLEVELAND	Palace	Jan. 27
COLUMBUS	Palace	Feb. 16
DALLAS	Palace	Feb. 7
DENVER	Center	Feb. 1
DES MOINES	Des Moines	Feb. 3
DETROIT	Fox	Jan. 26
FT. WAYNE	Paramount	Feb. 14
GRAND RAPIDS	Majestic	Feb. 15
HARRISBURG	State	Feb. 9
HOUSTON	Metropolitan	Feb. 6
INDIANAPOLIS	Indiana	Jan. 24
JACKSONVILLE	Florida	Jan. 31
KANSAS CITY	Orpheum	Feb. 9
KNOXVILLE	Tennessee	Feb. 9
LEXINGTON	Ben Ali	Feb. 17
LITTLE ROCK	Capitol	Feb. 13
LOS ANGELES	Village	Jan. 23
LOUISVILLE	Rialto	Feb. 18
MEMPHIS	Malco	Feb. 3
MIAMI	Carib	Feb. 1
MILWAUKEE	Wisconsin	Feb. 7
MINNEAPOLIS	Radio City	Feb. 6
MISSOULA	Fox	Jan. 30
NEW HAVEN	Poli	Feb. 7
NEW ORLEANS	Saenger	Feb. 2
NEW YORK	Roxy	Jan. 23
OKLAHOMA CITY	Criterion	Feb. 8
OMAHA	Orpheum	Feb. 2
PHILADELPHIA	Fox	Jan. 25
PHOENIX	Fox	Feb. 21
PITTSBURGH	Fulton	Jan. 30
PORTLAND	Fox	Jan. 25
RICHMOND	Byrd	Feb. 13
ROANOKE	Grandin	Feb. 14
ROCHESTER	Palace	Feb. 2
ST. LOUIS	St. Louis	Feb. 10
SALT LAKE CITY	Villa	Jan. 31
SAN FRANCISCO	Fox	Jan. 24
SEATTLE	5th Avenue	Jan. 26
SHREVEPORT	Don	Feb. 14
SPOKANE	Fox	Jan. 27
SPRINGFIELD, ILL.	Lincoln	Feb. 13
SYRACUSE	Paramount	Feb. 3
TORONTO	Imperial	Feb. 1
WASHINGTON	Palace	Jan. 26
WICHITA	Miller	Feb. 17
WILKES BARRE	Paramount	Feb. 8

All showings begin promptly at 9:45 a. m., except Roxy, N. Y., which begins at 9:15 a. m.



"It's always a pleasure to do business with 20th!"

PEOPLE

Eric A. Johnston, president of the MPAA, will address the Jan. 25 session of the Springfield, Mass., Public Forums at Springfield Technical High School Auditorium. The program is entitled "The Near East–Dilemma and Challenge."

¤

Ernest A. Grecula, formerly advertising and publicity director of the Hartford Theatre Circuit, Hartford, has become a sales representative in Connecticut for Alexander Film Co.

¤

Lynn Farnol, head of his own public relations firm, has been added to the New York Board of Education's Commission on Integration. He will serve without fee as the commission's public relations aid.

¤

Steven E. Perakos of Perakos Theatres Associates, New Britain, Conn., has been named to the board of corporators of the New Britain General Hospital.

¤

Henry Lamoureux and **Edward Guilbeault** have taken over the long-dark Moosup Theatre, Moosup, Conn., that town's only motion picture theatre. The new management team is running evening performances Mondays through Fridays, with matinees on weekends.

¤

Francis J. Carmody, motion picture editor of the Washington "Evening Star," was designated by the Screen Directors Guild as the critic whose reviews during the past year "were judged to be the most perceptive and conducive to the betterment of motion pictures." He will receive the Guild's annual award in Los Angeles Jan. 29.

¤

Phil Reisman, Jr., will have one of his own plays, titled "Ward 3," on the NBC-TV network tonight from 9:30 to 10:30.

Granada Net Profit Up Slightly for Year

From THE DAILY Bureau

LONDON, Jan. 9.–Net profit after taxes and all other charges of £90,628 ($253,758) was reported by Granada Theatres Ltd. for the fiscal year ended Sept. 30, 1955. The result compares with net of £84,786 for the preceding year.

Granada, controlled by Sidney L. and Cecil Bernstein, owns 60 of Britain's finest theatres and has been appointed a program contractor on the Independent Television Authority's Manchester station to be opened soon.

REVIEW:

The Lone Ranger

Warner Brothers

HOLLYWOOD, JAN. 9

"THE LONE RANGER" rides the screen as bravely, boldly, steadfastly as he's ridden all the other principal entertainment media, and he figures to rescue the distressed box office of the average theatre as readily as he saves, in this instance, the harried settlers, the oppressed Indians and, of course, the Western heroine and her small daughter whose dastardly Daddy is the heavy of the piece. The bigger screen, the better sound, the longer running-time and, especially, the WarnerColor, magnify and intensify the appeal of the Lone Ranger and his stories tremendously. To the young, according to a 10-year-old boy and 11-year-old girl interviewed at the scene of the press preview, the Jack Wrather Production is "swell" and "wonderful," respectively, plus which a number of elders, measuring well past the mid-century age line, went along with the kiddies thrill-for-thrill and gave it their verbal endorsement when it was over. Sailing under its own colors, with a title nobody can mistake, the picture looks like a sure fire attraction within the limits of that billing.

The Lone Ranger is played by Clayton Moore with the skill of experience and Jay Silverheels is again seen as Tonto, the two of them galloping around the beautiful Utah scenery on Silver and Scout in tireless pursuit of villainy and defense of virtue. Bonita Granville, portraying the unhappy wife of the scheming ranch owner played broadly by Lyle Bettger, supplies feminine interest competently. Others in the cast include Perry Lopez, Robert Wilke, John Pickard, Beverly Washburn, Michael Ansara and Frank de Kova.

The screenplay by Herb Meadow concerns the plot of frontier-capitalist Bettger to get the friendly Indians moved to a distant reservation so he can take possession of a nearby mountain containing fabulously rich silver ore deposits. His ruffians create much havoc before the Lone Ranger, aided by Tonto, succeeds in frustrating the rascals and rescuing their victims. Much movement, action and fighting takes place.

Production is by Willis Goldbeck and direction is by Stuart Heisler.

Running time, 81 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

TOA to Decide

(*Continued from page* 1)

rector will be discussed by TOA officials at their meeting here this week.

Meanwhile, George Hoover, chief barker of Variety Clubs International, denied widely circulated trade reports yesterday that Lux, who ended a seven-year stint as president of the Buffalo, N. Y., common council on Dec. 31, was under consideration also for the post of executive director of Variety International.

"If he were, I would know about it," Hoover said.

Lux had confirmed the reports in Buffalo, saying he had been approached in connection with both positions.

Hotel Union Pickets NBC Coast Studios

Television Today..

HOLLYWOOD, Jan. 9.–Picket lines were formed here in front of the NBC studios today by members of the Hotel and Restaurant Employees Union in protest to Steve Allen's scheduled week of telecasts from the Saxony Hotel, Miami Beach, where a labor dispute between its joint AFL-CIO Miami local and the hotel is now in progress.

A telegram from Walter Cowan, secretary of the local joint board, advised NBC executives here that similar picket lines were being formed in New York and Miami.

TOA Leaders

(*Continued from page* 1)

find out what is going on around the country and how TOA could best serve its exhibition interests," Blank declared.

Blank declared that a "multitude" of items are to be discussed during the week-long sessions.

Attending the TOA "kitchen cabinet" conferences are Carl E. Anderson, Horace Denning, Pat McGee, Alfred Starr, Walter Reade, George Kerasotes, Albert M. Pickus, Horace Stellings, A. Julian Brylawski, Robert R. Livingston, George Gaughan, Herman M. Levy and Joseph G. Alterman.

Blank, is commenting on his previous statement that TOA is "for beneficial government regulation," said that he is still studying the regulations in force in foreign countries and has hopes that some of them can be adapted for utilization in the United States.

Gov. Lausche to Open Drive-in Convention

COLUMBUS, O., Jan. 9.–Governor Frank Lausche, candidate for the Democratic nomination for U. S. Senator in Ohio, will be the principal speaker at the opening day luncheon on Feb. 21 of the national drive-in convention at Hotel Cleveland, Cleveland, Horace Adams, convention chairman, announced.

KC First Run

(*Continued from page* 1)

Paramount has been acquiring
showing only Paramount and Wa
Brothers films, Loew's Midland
been playing mostly pictures f
Metro-Goldwyn-Mayer, Columbia
United Artists, the RKO Missouri
been presenting mainly releases
RKO Radio Pictures, Warner Brot
and the output of minor compa
and the Fox-Midwest Tower, Upto
Fairway, Granada have been dep
ing principally upon features f
20th Century-Fox and Universal
ternational.

The Roxy has, of course, been
ding for and purchasing films f
any and all of the major compa
with the view of establishing
former second-run house as an
itial engagement theatre with a l
run policy.

Radical Change Likely

Now, with the action of the P
mount, the entire complexion of
situation in Kansas City could
dergo a sharp change, with the th
managements abandoning the u
cial policy of playing pictures
certain studios and going all ou
obtain releases from any distrib

If this condition develops, the
sult will be more difficulties and
ations for both publicity men
theatre managers, who for some
have been confronted with the p
lem of trying to build up intere
some forthcoming pictures wit
knowing much in advance just
theatres will show the releases.
cause of this uncertainty over
scheduling of coming product
numerous features are hitting K
City screens without extensive
selling.

Population Too Small

In the final analysis, the weal
in the local film business stems
cipally from the fact that Gr
Kansas City has too many first
theatres for the area's populatio

At the present time, there ar
first run theatres in Greater K
City. The numbers include
Tower, Midland, Missouri,
mount, Roxy, Uptown, Vogue,
and Glen in Kansas City, Mo.
those, the Vogue, Kimo and Gle
art houses.

The Electric, Avenue and Gra
are the first-run theatres in K
City, Kansas, and the Fairway
is across the state line in Fairw
Johnson county, Kansas.

Four-Member EDC

(*Continued from page* 1)

Upper Sandusky; Louis Wiethe,
cinnati; C. S. Velas, Capitol T
tre, Bellaire, and Robert Wile,
ciation secretary. Exhibitors
asked to report grievances a
sales policies to committee mem

"Our business is in an emerge
we need to defend it," said
"Grievances will be followed u
the exchange level. If no succes
sults there, they will be referre
the national Emergency De
Committee."

'IEW:

een Buddha

blic

NE MORRIS AGAIN supplies his cteristically he-man type of ac- brawling and love-making.

ie title refers to a priceless rn art object which is stolen a London exhibition by inter- nal bandit Wolf Frees and his iate, Percy Herbert. Frees le-crosses Herbert and forces is, owner of a small charter company, to fly him north to gow, struggles with the bandit still in the air and the plane ies.

guring he's at least entitled to Green Buddha because of loss of lane, Morris takes off with the ure. In the course of his wander- (and there is some excellent ion photography here), Morris s and falls in love with Mary aine.

a rather familiar conclusion, is finds his quarry in an amuse- park, and in the course of chas- nd being chased around a roller- er setting, Walter Rilla, a fence after the treasure, is killed.

illiam N. Boyle is listed as as- te producer, with John Lemont ited with the direction. Paul cson wrote the screenplay.

nning time, 61 minutes. General ence classification.

rman and Klein

(*Continued from page* 1)

a tough time in New York City to the lack of interest on the part he industry as a whole. We ld get behind it solidly and help the 1956 International Variety s convention here the best in history."

eorge Hoover, International chief er of VC, who was a guest speaker he installation, disclosed in his t address that his home tent in ni had thus far invested $432,000 he Variety Club's Children Hos- there. In discussing the aims purposes of VC, Hoover stated "if we take something from our munity, we should put something , from our industry we should put something back. Variety s is the way I am doing this."

Coyne Presides

bert W. Coyne, special counsel Council of Motion Picture Organi- ns, who presided over the meet- presented German with a com- orative plaque for service to ety Club Tent No. 35.

alph Preis of ABC Vending, was installation officer. He installed n as chief barker, Martin Levine, assistant; Larry Morris, second stant; William H. Westphal, prop- master; Jack H. Hoffberg, dough , and, as canvasmen, Charles Ali- te, George Brandt, Sydney Eiges, n Finley, Moe Fraum, Carl Hav- , David Levy, Martin Kornbluth, rles Okun, Harold Rinzler, Burton bins, Jack Rosenfeld, Morris ders, Silas Seadler, Cy Seymour, ert K. Shapiro, Spyros S. Skouras, Wilbur Snaper, Morton Sunshine, Saul Trauner and George Waldman.

Seated on the luncheon dais were Fred Schwartz, George Weltner, Hoover, German, Coyne, Preis, Ed Fabian, Klein and Ed Lachman.

Disney's Net Increases

(*Continued from page* 1)

638,652 from the $11,641,408 reported for the preceding year. Substantial grosses on two feature-length motion pictures, "20,000 Leagues Under the Sea" and "Lady and the Tramp," accounted for much of the increase, Disney said. Other important factors were gross revenues from television and from the theatrical release of "Davy Crockett, King of the Wild Frontier." Disney pointed out that gross film rental income for the past year is not strictly comparable with that of prior years because of the adoption during the year of the policy of distributing all pictures in the United States and Great Britain through wholly-owned subsidiaries.

The impetus of television also was credited with increases in revenues from character merchandising and two wholly-owned music publishing subsidiaries, Walt Disney Music Co. and Wonderland Music Co.

Cites Major Activities

Disney said several major activities launched during the past year had added strength and diversification to the company's over-all operations. He mentioned:

1. The weekly one-hour television show, "Disneyland," which began on Oct. 27, 1954, on the American Broadcasting Co. network.

2. The wholly-owned subsidiaries Buena Vista Film Distribution Co., Inc. (U.S.A.) and Walt Disney Film Distributors, Ltd. (Great Britain) expanded their activities and released their first major films.

3. A new series of television programs, The Mickey Mouse Club, which began October 3, 1955.

4. Disneyland, the 160-acre amusement park at Anaheim, Calif., which opened last July 17. Disneyland is doing well, the report said, with results of the first four months of operation closely approximating earlier estimates. It was estimated that Disneyland would earn back its original cost in five to seven years. The accounts of Disneyland, Inc., which owns and operates the park, are not included in the financial statements of Walt Disney Productions, which owns 34.48 per cent of Disneyland, Inc.

The company's new activities drew heavily on working capital, which decreased by $1,630,858 during the year. This was due principally to an additional investment in Disneyland, Inc., of $2,358,800, in addition to a stock investment of $500,000, and the writing down of the inventory of television programs in process by $2,026,800 to value it at the amount of the fixed commitment payable to the company by American Broadcasting Co. This latter amount, however, was substantially offset by revenue from the theatrical distribution of the Davy Crockett feature film originally shown on television, he said.

Product Itemized

The company's theatrical releases for the coming year include three live action Technicolor features, "The Great Locomotive Chase", "Westward Ho, The Wagons" and "The Light in the Forest"; two True Life Adventures, "Secrets of Life" and "Perri"; two reissue features, "Fantasia" and "Song of the South", and three factuals in the People and Places series—"Blue Men of Morocco", "Sardinia" and "Men Against the Arctic."

Disney stated that a prime objective for the coming year is to take steps to replace a substantial portion of the short term borrowing with long term financing to secure improvement in the working capital position.

Form Circuit

(*Continued from page* 1)

that the organization's first theatre, the Golden Glades Twin Theatre, will open within two weeks in North Miami, Fla. He said that the Golden Glades will have room for 1,350 cars and 750 walk-ins.

It was also disclosed that Theatre Associates, Inc., which has been building the Golden Glades since last summer, would expand its operations initially through the South.

New Camera Lens

(*Continued from page* 1)

lens for the trade shortly, said the lens is "of superior quality in resolution, definition and depth of focus."

Dr. Bender left today for the Superscope laboratory in Lausanne, Switzerland, following 10 days here.

Pa. Censorship

(*Continued from page* 1)

member staff and is charged with passing on motion pictures for showing in Pennsylvania has been challenged in a case before the state supreme court.

Three Replacements Made

Gov. Leader also said the senate had refused to approve his nominations of three members to replace the present board which he made last March. Members at the present time receive $5,000 a year and the chairman $6,000.

The governor had nominated Mrs Louise M. John, West Chester; Mrs. Helen K. Massock, Washington, Pa., and Mrs. Clara S. Black, Harrisburg, to replace Mrs. Edna R. Carroll, chairman, and Mrs. Beatrice Z. Miller, both of Philadelphia, and Mrs. Jewel M. Frank, Pittsburgh.

German to Coast

William J. German, president of William German, Inc., will leave here Thursday for a six-week visit to the Hollywood production centers.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . *with* **RAY GALLO**

"MAGNAPHONIC C-1" is the name of a single-channel magnetic sound system announced by the Magnasync Manufacturing Company, North Hollywood, Calif. The system is delivered complete with two penthouse reproducers, one wall cabinet including self-powered preamplifier, fader, projector changeover, optical-magnetic selector switch and all cables for interconnecting reproducers and wall cabinet.

•

A new 500-watt in-car heater for drive-in theatres has been marketed by the Electromode Division of the Commercial Controls Corporation, Rochester, N. Y. Its heating elements are of finned aluminum. Safety features include a limit switch, a heat-resistant handle, and an insulated coiled extension cord. The latter is 11 feet long. Motor shaft and bearings are stainless steel.

•

Especially designed for the theatre-trade is a new drink vending cup from the Maryland Cup Company, Baltimore. The design on the cup features this theme: "Go as often as possible! Movies are better than ever . . . take the whole family." Made of wax-impregnated paper, the cup comes in a variety of sizes, including 7, 9, 10, 14 *and* 16 *ounces.*

•

John C. O'Keefe, formerly field secretary for the Council of Profit Sharing Industries, has joined the Ampex Corporation, Redwood City, Calif., as an assistant to George I. Long, Ampex president. O'Keefe will be in charge of employee, public and community relations and will be primarily concerned at the outset with formulating the company's recently announced profit sharing plan.

•

Something new in promotional material is being offered by Motiograph, Inc., Chicago, to users of its "Servus-Fone" equipment. (This is an electronic refreshment ordering system for car-hop service at drive-in restaurants and theatres.) The new material is in the form of a special sales kit containing a large number of advertising ideas and schemes to attract the public. Fred C. Matthews of Motiograph declares that use of the suggestions in the kit will not only "permit the operator to make his Servus-Fone installation an immediate money-maker but should result in his recovering his investment in an extremely short time."

SAMUEL GOLDWYN, Jr.'s

MAN WITH THE GUN

SCORES A BULL'S EYE EVERYWHERE AT THE BOXOFFICE!

at **NEW YORK** – *Loew's State*

at **LOS ANGELES** – *Fox Beverly*

at **DETROIT** – *Palms*

at **TOLEDO** – *Loew's Valentine*

at **HOUSTON** – *Loew's State*

at **PHILADELPHIA** – *Goldman*

at **SAN ANTONIO** – *Majestic*

at **NEW ORLEANS** – *Loew's State*

at **MILWAUKEE** – *Palace*

SAMUEL
GOLDWYN, JR.
presents

ROBERT
MITCHUM

MAN WITH THE GUN

co-starring JAN
STERLING

with KAREN SHARPE · HENRY HULL · EMILE MEYER · JOHN LUPTON
BARBARA LAWRENCE · TED DE CORSIA
JAMES WESTERFIELD · LEO GORDON
Story and Screenplay by N. B. STONE, JR. and RICHARD WILSON

Produced by SAMUEL GOLDWYN, JR.
Directed by RICHARD WILSON

"A REAL HUMDINGER! A comparison with 'HIGH NOON' is the quickest and surest way to give a fair indication of the picture's quality and nature!" – *M. P. DAILY*

THR
U

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 79. NO. 7 NEW YORK, U. S. A., WEDNESDAY, JANUARY 11, 1956 TEN CENTS

mmerce Report

Remittances rom Abroad et New Mark

S. Films 'Never More pular,' Says Golden

By J. A. OTTEN

ASHINGTON, Jan. 10. – Com- ce Department film chief Nathan Golden said U. S. films "were r more popular with foreign ences" than in 1955 and "dollar ttances from abroad were at rec- levels."

olden issued a summary of U. S. gn film trade in 1955. He esti- d that remittances from abroad year were over $200,000,000, and d that "barring unforeseen legis- e barriers, foreign business for . films should continue at a high during 1956."

he United States motion picture

(Continued on page 6)

Boston Trust Suits ttled Out of Court

Special to THE DAILY

OSTON, Jan. 10.—Three anti- cases have been settled for ndisclosed sum of money. Filed ebruary, 1949, in the U. S. Dis- Court of Rhode Island, the cases settled by dismissal of all ac- and counter claims after eight of trial before a special master. is understood that a payment

(Continued on page 5)

650 'U' Shares Company in '55

From THE DAILY Bureau

ASHINGTON, Jan. 10.—Univer- Pictures Co., Inc., in 1955, pur- ed 56,650 shares of its outstand- common stock for $1,759,574, ing a total of 968,919 outstand- exclusive of the 174,725 shares

(Continued on page 5)

Board of Directors Decides—

TESMA '57 Convention in Chicago; Seek Participation of Other Groups

Theatre Equipment and Supply Manufacturers Association will hold its 1957 trade show and convention on Sept. 8-15 at the Hotel Sherman in Chicago, it was announced here yesterday following a meeting of the TESMA board of directors.

Merlin Lewis, executive secretary, said that TESMA will extend invitations to the national exhibitor associations, Theatre Owners of America and Allied States Association, and other industry associations, in the hope that one will stage its annual convention in conjunction with the TESMA show.

He also said that a formal contract between TESMA and TOA was

(Continued on page 5)

2 Years in Prison, $21,000 Fine for Ticket Tax Fraud

Jeanne Ansell, operating 10 Spanish-language theatres in the New York area, yesterday was sentenced to two years in prison and fined $21,000 for falsifying admission tax reports. Irving Rosenblum, her accountant, was sentenced to 18 months in prison and was fined the same amount. The sentences were handed

(Continued on page 5)

8 M-G-M Branches Book 100% Product

Eight of the 38 M-G-M branches in the United States and Canada already have reported booking an M-G-M subject in every theatre in their territories for the week of Feb. 5 to Feb. 12, which has been designated "M-G-M Week" with a goal of an M-G-M trademark in every theatre of the world, according to reports reaching the company's home office. Other branches have reported from 80 to 90 per cent of all theatres in

(Continued on page 5)

Johnston, Corkery To Havana Today

Eric Johnston, president of the Motion Picture Association of America, will leave today for Havana for a visit on the invitation of Cuba's President Batista. He will be accompanied by Robert Corkery, vice-president of Motion Picture Export Association, making his first trip to Cuba.

Johnston and Corkery will discuss motion picture issues with President Batista and other Cuban officials. They will return to the U. S. on Saturday.

It was reported yesterday that Johnston has tentative plans to leave for Europe and India next month on industry matters.

$304 Millions Invested in TV Films in Five Years, 'Television Almanac' Reports

More than $304,000,000 has been invested in the production of films for television since the season of 1949-50, according to the 1956 International Television Almanac, published by Quigley Publishing Co., now being distributed.

The investment made available approximately 7,600 hours of TV film, the Television Almanac estimates, which was exclusive of additional thousands of hours of theatrical film also available to TV.

The statistical data in the Television Almanac comprise one of 15 organized sections in the thumb-indexed volume of more than 700 pages. In the Who's Who section alone there are over 11,000 biographies of executives, producers, directors, writers, performers and others, covering television, motion pictures and radio.

At N.Y. Meet

TOA Eyes Own Gov't Project On Practices

May Develop Plan Not Connected With Allied

By LESTER DINOFF

Theatre Owners of America is expected to take a very positive stand on government intervention in distribution-exhibition issues during the current meetings here of TOA's top leaders, it was hinted here yesterday following the second day of sessions. Indications were that TOA would not go along with Allied States Association's bid for government assistance but would instigate a project of its own. The nature of such a move was not revealed, but there is a possibility that details will be disclosed at a

(Continued on page 5)

To Ask Extension of Delinquency Probe

From THE DAILY Bureau

WASHINGTON, Jan. 10.—The Senate Judiciary Committee agreed to ask the Senate Rules Committee and the Senate to extend for another year the life of the Juvenile delinquency subcommittee.

The subcommittee, headed by Sen. Kefauver (D., Tenn.), has been studying, among other things, the ef-

(Continued on page 5)

Name L'Heureux Aid To FCC Chairman

From THE DAILY Bureau

WASHINGTON, Jan. 10.—Robert D. L'Heureux, who's been on the staff of the Senate Commerce Committee for the past two years, was named administrative assistant to Federal Communications Commission chairman George C. McConnaughey.

He will be in charge of Congres-

(Continued on page 6)

WILLIAM HOLDEN ★ KIM NOVAK
picnic
CO-STARRING
ROSALIND RUSSELL
AS ROSEMARY
CinemaScope
COLOR BY TECHNICOLOR
ADVERTISED IN THE FEB. ISSUE OF
Redbook
• More than 6,000,000 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

CHARLES SMADJA, United Artists manager for Continental Europe, has arrived in New York from Paris.

•

Louis Phillips, Paramount vice-president and general counsel, will leave here on Monday with **Mrs. Phillips** for Mexico City.

•

Morey Goldstein, Allied Artists vice-president and general sales manager, is in Boston today from New York.

•

Loren L. Ryder, head of Paramount studio engineering and research, will return to Hollywood today from New York.

•

William Miesegaes, president of Transfilm, has returned to New York following a vacation in the West Indies.

•

Jack H. Levin, president of Certified Reports, has returned to New York following visits to key cities of the South.

•

Walter Mirisch and **G. Ralph Branton**, vice-presidents of Allied Artists, will leave the Coast by plane on Friday for New York.

•

Nat Levy, RKO Radio Eastern sales manager, has left New York for Atlanta.

•

Sidney S. Kulick, head of Bell Film Exchange, has left here for upstate New York.

•

Gaston Hakim, distributor of foreign films, has arrived in New York from the Coast.

•

Hugh Owen, Paramount distribution vice-president, will be in Philadelphia tomorrow from New York.

•

Morris Helprin, of London Film Productions, will leave New York today for England via B.O.A.C.

•

Mort Raven, United Artists assistant manager in Singapore, has arrived in New York from Malaya.

•

Eric Pleskow, United Artists general manager in Germany, has arrived in New York from Frankfort.

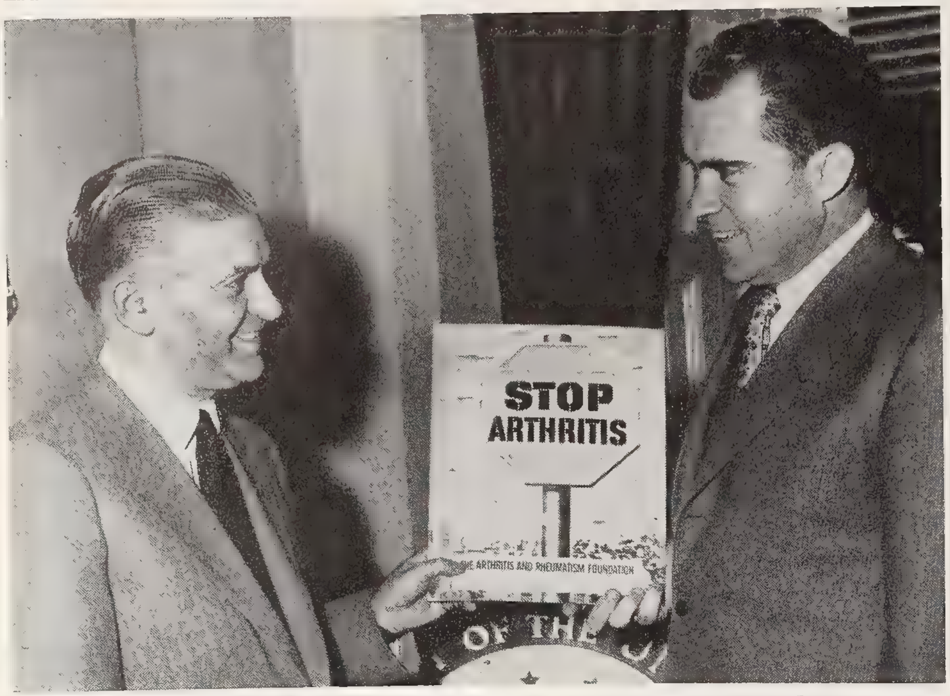
•

Ted Harris, of the State Theatre, Hartford, has returned there from New York.

•

Chris Pope, Schine circuit booker, was in Albany from Gloversville, N. Y.

AID ARTHRITIS CAMPAIGN


STOP
ARTHRITIS
THE ARTHRITIS AND RHEUMATISM FOUNDATION
OF THE

Vice-president Richard Nixon, right, joins Sol A. Schwartz, president of RKO Theatres and general chairman of the 1956 Arthritis Campaign, in preparing for the third annual 19-hour telethon to be staged on Station WABD here, starting at 10 P.M. Saturday.

Garrison Takes WB Suit to High Court

WASHINGTON, Jan. 10.—Jules Garrison appealed to the Supreme Court today lower court decisions that he was not entitled to a $1,000,000 reward offered by Warner Brothers.

The reward was offered for anyone who could prove that Burt Lancaster didn't personally perform all the dangerous stunts in "The Flame And The Arrow". Garrison claimed he had proof that stunt man Don Turner had done some of the stunts.

Lower courts threw out his claim, holding that Turner had done only minor bits and not any of the really dangerous stunts, and that in any event Warners had withdrawn the offer before Garrison entered his claim.

Powell to Ballyhoo 'Conqueror' Debut

Dick Powell, producer-director of Howard Hughes' "The Conqueror," will play an active part in the Washington premiere engagement.

The Washington debut, one of many which will take place in the capitals of the world late this month, will be held on Jan. 24 at Keith's Theatre. In addition to appearing at the theatre festivities, Powell will be on the Jan. 21 WTOP-TV telethon. The TV program, the first ever held for the sale of tickets to a premiere, will present prominent personalities from Capitol Hill. CARE, the international charity organization, will receive the proceeds from the debut.

Pressbook on 'Guys' Is Unusual: Dietz

The M-G-M pressbook on Samuel Goldwyn's "Guys and Dolls," which is now being sent to exhibitors, is the most unusual and outstanding pressbook ever created for a motion picture, according to Howard Dietz, M-G-M vice-president and director of the company's advertising, publicity and exploitation.

Comprising more than 100 pages, the "Exhibitors Promotion Portfolio" has a special envelope format 15 x 20 inches done in full color lithography offset process, and features the films stars on the cover.

A message from Goldwyn discussing the promotional opportunities of the picture appears on the inside cover. Facing this is a special pocket for five individual sections—advertising, publicity, exploitation, accessories which include full color reproduction of dozens of standard and special material, and pictorial and copy presentation of initial campaigns, and showing actual application of accomplished stunts and tie-ups developed up to press time.

Goldwyn vs. FWC Trial Is Postponed

SAN FRANCISCO, Jan. 10.—The trial date of the anti-trust suit of Samuel Goldwyn Productions against Fox West Coast Theatres Corp., today was postponed "for convenience of counsel" by Judge Edward P. Murphy in U. S. Circuit Court of Northern California.

No new date was set.

. . . NEWS ROUNDUP

Shift Col. Int'l Publicists

Ted Spiegel, a member of Col
bia's exploitation department
seven years, has been transferred
the Columbia International public
organization and will work un
Lawrence H. Lipskin, assistant
Lacy W. Kastner, Columbia Inter
tional president.

As a result of the move, Dick Ka
who joined Columbia six months
as a press book writer, has b
switched to the exploitation dep
ment, and James Gregory has joi
the press book department.

■

Academy Nomination

Arne Zucksdorff's "The Great
venture," distributed by Louis
Rochemont Associates, has been
cepted by the Academy of Mo
Picture Arts and Sciences for
sideration of an Oscar award.

■

'Oklahoma!' Scoring

"Oklahoma!" in Todd-AO
grossed $573,493 in 12 weeks at
Rivoli here and $224,315 in se
weeks at the Egyptian in H
wood. The picture pulled $49,
in its first week at the McVicker
Chicago.

■

'Picasso' Held

"Picasso," now in its third wee
the 55th St. Playhouse here, will
held over as a co-feature with "
menco" which opens at the the
tomorrow.

■

New Jaguar Deal

Alan Ladd's Jaguar Product
and Warner Brothers have signe
new contract which will continue
association of the independent
duction company with the studio
another four years.

"Showplace of the East"
FOR YOUR SCREENING
CINEMASCOPE
▶ Three Channel interlock projection
▶ 16, 17½ & 35 mm tape interlock
▶ 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
THEATRE SERVICE, INC
619 W. 54th St. • N. Y. 19 • JUdson 6-036

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F
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Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D
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a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

ON ITS WAY TO FAME AND FORTUNE!

HONORED!

IFE:
"Realistic M-G-M movie, the latest and best of Hollywood's biographies. Susan Hayward superb!"

LOOK:
"Susan Hayward bids for an Academy Award."

WOMAN'S HOME COMPANION:
"Picture of the Month."

REDBOOK:
"Picture of the Month."

AMERICAN WEEKLY:
"Salutes Susan Hayward."

COSMOPOLITAN:
Louella Parsons—"Susan Hayward, Best Female Performance."

★

M-G-M presents

"I'LL CRY TOMORROW"

Starring

SUSAN HAYWARD

RICHARD CONTE · EDDIE ALBERT
JO VAN FLEET · DON TAYLOR
RAY DANTON

Screen Play by HELEN DEUTSCH and JAY RICHARD KENNEDY
Based On the Book "I'll Cry Tomorrow" by Lillian Roth, Mike Connolly and Gerold Frank
Directed by DANIEL MANN
Produced by LAWRENCE WEINGARTEN

★

(Available in Perspecta Stereophonic or 1-Channel Sound)

Susan Hayward in the role of Lillian Roth, a performance to remember!

FIRST TWO DATES ARE YOUR TIP-OFF!

CHICAGO: Tops every M-G-M picture including "GWTW" at United Artist Theatre.

LOS ANGELES: Breaks every record in the entire history of the 4-Star theatre.

NEXT: Long run forecast for Radio City Music Hall starting tomorrow.

M-G-M WEEK—FEB. 5-11 • *"An M-G-M Picture On Every Screen of the World"*

PEOPLE

Cecil B. DeMille today will receive the 1956 citation for outstanding service from the California State Society, Daughters of the American Colonists. Given annually to a leader in the motion picture industry, the DAC citation went to the late **Lionel Barrymore** in 1954 and to **Walt Disney** last year.

◆

Dick Fitzmaurice, former manager of the Rivoli Theatre in downtown St. Louis, has leased the Holiday Drive-in in Overland, St. Louis County, and has reopened it.

◆

Hall Walsh, Southern Prairie district manager for Warner Brothers Theatres, is recovering at DePaul Hospital, St. Louis, from a heart ailment.

◆

Paul Smallen has moved his advertising agency to new quarters on West 56th St. here. Smallen handles National Theatre Supply, International Projector and Walker-American accounts.

◆

Murray Bloom, theatrical manager, has been released from the Roosevelt Hospital here following a brief confinement.

◆

A. B. Padgett, booking manager of Wilby-Kincey Theatres in Atlanta, has succeeded **John E. Branch** as president of the Northside Kiwanis Club.

◆

R. E. Bland of Martin Theatres of Georgia is passing out cigars since the recent arrival of a baby girl at his home.

◆

Salvador Ortigosa, former newspaper man, has been appointed head of the Mexican motion picture censor board of the Ministry of the Interior.

AA Augments Field Staff for 'Gunpoint'

Allied Artists has increased its field exploitation staff to insure maximum promotion coverage for "At Gunpoint!" John C. Flinn, the company's advertising-publicity director, announced.

Jimmy Boyle, Sam Hart and Mike Zala have been assigned to the CinemaScope and Technicolor production, which will have its world premiere next Wednesday at the Roosevelt in Chicago. These three complement AA's regular exploiteers George Bannon, Harry Goldstein, Jack Leewood, Paul Montague and Jim Schiller.

In All Branches of the Business

French Industry Discovers General Improvements Developed Last Year

By HENRY KAHN

PARIS, Jan. 10.—At the end of the year the French film industry took stock and discovered that on the whole there had been a general improvement all-round.

The National Film Centre's figures show that in 1955 70 per cent of the films made in France were strictly French and only 30 per cent co-production against 50 per cent in 1954.

The average cost of production also fell from 115 million francs to 75 million and it is noted that costly productions were fewer. On the other hand, average costs of co-productions doubled.

Attendances also improved. They are only estimated, of course. The figure given is 390 millions against 383 millions in 1954, and receipts, 40 million francs against 45 million francs in 1954.

Admission Prices Up

Prices of seats were slightly increased for special films bringing the average to 120 francs against 118. The number of cinemas also increased.

What of 1956? The position is not too bright because exhibitors and distributors have developed their muscles and are trying to sell producers what the public wants.

Independence has always been one of the foundation stones of French production. It gave the French cinema such films as "Les Enfants du Paradis," "Le Diable Au Corps," "Les Diaboliques," none of which escaped harsh criticism from one quarter or another.

In other words, the struggle is on. Should exhibitors and distributors dictate, keeping one eye cocked on the provincial theatres, or should producers and directors still guide the destinies of the French film industry?

Fear Lowering of Quality

It is evident to many that if the exhibitors take command then the quality of French films may slip because exhibitors are interested only in those films which will attract the local public. Parisians are very different from provincial audiences and further, the reputation France now holds abroad may be threatened.

It is said that for this reason many directors, like Clouzot, abandoned monumental subjects and are satisfied making short documentaries. Others like Carné have gone to Italy.

The Government is not unmindful of what is taking place and for this reason the Aid Law now includes special prizes for quality films. It is thus hoped that while little subjects may lubricate the commercial machinery, the prizes will help the French film industry to retain its dignity.

Ezzes Leaves Guild; Expansion Plans Set

Guild Films reported yesterday the resignation of Erwin H. Ezzes, vice-president and sales manager, and also announced that top sales supervision would be under the jurisdiction of Reub Kaufman, president of the company.

Simultaneously, Kaufman said that Guild Films was undertaking an expanded sales program to match its enlarged production set-up.

"Our immediate objective," Kaufman said, "is to set up a world-wide television sales program as well as stepped up sales activities in this country. During 1955, Guild Films doubled the size of its sales organization and increased its sales branches to sixteen. We are planning continuance of this growth in 1956."

Kaufman, Katz to Europe

Ezzes joined the company last February, coming from Motion Pictures for Television when Guild Films took over the MPTV library. He is expected to announce a new affiliation in the near future. Kaufman and treasurer Aaron Katz will leave on an extensive trip to Europe later this month to negotiate for production of TV-film shows and sale of current domestic shows in at least four foreign countries.

Film Going to TV Gets 'Farewell' Date

DETROIT, Jan. 10.—The Surf and Coronet Theatres here seem to have inaugurated a new policy, namely that of a "Farewell Appearance" for a movie in a theatre.

"The Man in the White Coat" starring Alec Guinness, copyright by the Rank Organization in 1951, will be available in a matter of weeks to television stations. The Surf and Coronet Theatres on hearing this picture was included in a TV deal, made one final booking.

Also in Co-Feature

Each house is doing substantial business, and each has run a co-feature with Guinness on the same bill. The Surf has "Great Expectations," made when Guinness was of minor stature and had a supporting role, and "Kind Hearts and Coronets" in which he later played multiple starring roles.

Gaskill, Col. Office Mgr. in Phila., Dies

PHILADELPHIA, Jan. 10.—Norman Gaskill, office manager of Columbia Pictures here, died at work of a heart attack yesterday. He had been with the company for nine years and was 39 years of age.

Report Mexico Gov'
May Earmark Cash
To Make 100 Films

Special to THE DAILY

MEXICO CITY, Jan. 10.—Proc
tion of about 100 feature-length
tures by Mexicans this year will
financed to the extent of $16,000
by the trade's own bank, the se
official Banco Nacional Cinemato
fico, according to reports in the t
here. At least half of those pict
will be in color. Producers are
manding the best possible stories

The 96 Mexican pictures that
produced last year were finance
the amount of $4,800,000. B
Nacional Cinematografico, Pelic
Mexicanas, independent distrib
of Mexican pictures abroad; Pe
las Nacionales, semi-official place
Mexican films in Mexico and abr
and Cinex, semi-official controlle
Mexican picture distribution ou
of Mexico, provided $4,500,00
that money. Columbia Pictures
up $300,000.

Name Horowitz IF
Phila. Sales Mgr.

Siegfried "Sieg" Horowitz has
appointed Philadelphia sales ma
for I.F.E. Releasing Corp., it wa
nounced by Manny Reiner, I
general sales manager.

Horowitz, who gives up the
tion of sales manager for Univ
in Philadelphia to take his new
has had a long career in film
He began with the Columbia
force, spending some 25 years
that organization before joining
versal in 1954. Irving Shiffman,
mer I.F.E. Philadelphia repres
tive, is ill and will be transferre
I.F.E.'s Boston office upon his
covery.

Weiner, Former U
Cuba Manager, Di

HAVANA, Jan. 10.—Henry We
former United Artists manage
Cuba, died at his home here y
day. He was 79 years old.

Weiner joined UA in 1921 as
of the company's newly opened
in Havana. He held that post f
years and was regarded as the "
of American distributors in
when he retired in 1952. How
he continued his association as
cial consultant.

Phila. Booking Units
Merge Into Tri-State

Special to THE DAILY

PHILADELPHIA, Jan. 10.—A
booking-buying combine has
formed here by the merger of the
Sullender and Sandy Gottlieb or
zations.

Trading as the Tri-State The
Service, the new firm is han
more than 50 accounts, of whic
are drive-ins.

OA Project

(*Continued from page* 1)

conference today to be coned by TOA president Myron k.

sterday's conferences at the Hotel aton Astor were cloaked in a of secrecy," the participants ng to withhold information until press meeting.

nong the topics discussed, it was ied, was the appointment of an utive secretary of the association. offer has been made to one man, rtedly from outside of the industry but whether he will accept has been determined. The candidate said to be due in New York y.

Considering EFFG

ibjects yet to be discussed include 's participation in the admission repeal campaign and the future Exhibitors Film Financial Group. understood that TOA will take active part in the tax repeal pron and that the association has no ations of allowing EFFG to re dormant.

he sessions are expected to con e the rest of the week.

' Shares

(*Continued from page* 1)

l in the company's treasury, acling to a Securities and Exchange nmission report.

he SEC said that as of Dec. 31, 4, there were 998,349 Universal es outstanding exclusive of the ,075 shares in the company's sury.

Bought 12,687 in Two Months

During the last two months of last r, Universal purchased 12,687 of outstanding warrants at a cost of 3,255 and retired 4,280 warrants reduce to 10,176 warrants outding exclusive of the 25,487 in treasury, the SEC noted.

hree Boston Suits

(*Continued from page* 1)

made in the anti-trust actions v. The plaintiffs are Narragansett Amusement Co., operating the ino Theatre; Artcraft Pictures, ., and Meyer Stanzler, Joseph nzler and Max Stanzler. The dedants were 10 distributors, as well two defendant exhibitors, Loew's atre and Realty Corp. and RKO ode Island Corp. The suit was d from the law offices of George Ryan and W. Bradley Ryan of ton.

-G-M Branches

(*Continued from page* 1)

ir respective areas signed up for least a short subject, newsreel or ture attraction during that week. Similar reports have reached the npany's headquarters from South ica and Israel, which have established themselves as the first foreign ritories to line up 100 per cent resentation and many other countes are very close to that figure, G-M reported.

Detroit Fox Theatre Finds TV Spot Ads Eye-Opener; Result of Newspaper Strike

Special to THE DAILY

DETROIT, Jan. 10.—A by-product of the newspaper strike, now in its second month, gives film distributors something to think about, observers believe. The Fox Theatre, opposition exhibitors estimate, spent a total of around $15,000 in a television campaign on "The Rains of Ranchipur" which has given splendid results, according to reports.

While the box office has been excellent wherever the 20th Century-Fox picture has been shown, the engagements have been far better in towns within the Detroit TV orbit.

Detroit spot announcements for the Fox have stimulated the sale of tickets at local houses in such towns as Pontiac, Ann Arbor, and as far as Lansing and Flint, it is said.

Slate Seven UA Film Starts in 4 Months

Seven independently-produced motion pictures, which are slated for United Artists release in 1956 and early 1957, will go before the cameras in Hollywood and overseas during the next four months.

Four of the seven films will be produced in January. They are Bel-Air's "Black Sheep," "Sabre," "Flight to Hong Kong," Security Pictures' "Step Down to Terror" and Bel-Air's "Rebel in Town."

Abbott and Costello's production of "Dance With Me, Henry," is scheduled to begin on March 1 along with Sam Goldwyn, Jr.'s production of "The Sharkfighters." These films will be followed by Stanley Kramer's "The Pride and the Passion," which is set to begin in April.

Policy Changes Due To Coal Slump in Ill.

ST. LOUIS, Jan. 10.—The sharp decline in coal production in Southern Illinois and the resultant slump in theatre business has prompted Fox Midwest Theatres to change its policy in West Frankfort.

The company has made its 500-seat Roxy a subsequent-run family-type theatre with two changes a week. The Strand will continue its first-run policy. The town's third theatre, the State, a 700-seat house, was closed a few years ago.

Sues to Void Lease Of Hartford Shubert

NEW HAVEN, Jan. 10.—The Taft Realty Corp., owner of the Shubert Theatre building, is suing the operators of the theatre for $100,000 damages, charging they failed to keep the theatre in good repair and did not make payments as stipulated under the lease on certain additional items of income. The complaint also asks that Superior Court declare the present lease void.

A court hearing was held last week before Judge John R. Thim, at which time a $100,000 attachment was reduced to $40,000. At that time, attorney Bertrand B. Salzman, representing the defendant operators, pointed out the attachment had no bearing on the merits of the suit.

TESMA

(*Continued from page* 1)

signed yesterday covering the plans for the joint convention and trade show which will be held at the New York City Coliseum here next Sept. 19-25.

Lewis also said that a number of cities were discussed concerning possible sites for the holding of the 1958 and 1959 TESMA trade shows and conventions.

Delinquency Probe

(*Continued from page* 1)

fect of motion pictures and TV programs in promoting teen-age delinquency. It is scheduled to go out of existence under present Senate rules at the end of this month. Under today's decision, the Senate will be asked to continue the investigation through January 31, 1957.

The committee also decided to ask for a similar year's extension in the life of the special subcommittee studying anti-trust problems.

Ticket Tax Fraud

(*Continued from page* 1)

out by Federal Judge Vincent Leibell. In addition, the 10 corporations controlled by Miss Ansell were fined $105,500 on charges of fraudulent tax returns from 1946 to 1949.

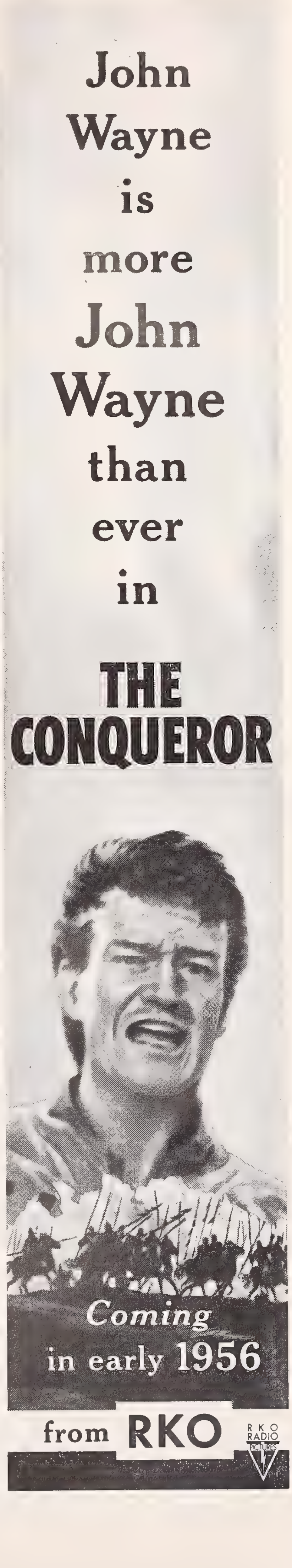
There were 210 indictments against the defendant and she was fined $100 on each indictment.

Pending appeal, the judge continued the bail of $2,500.

20th Launches Style Campaign for 'Suit'

The Easter holiday launching of Darryl F. Zanuck's personal CinemaScope production "The Man In The Gray Flannel Suit," is being pre-sold in the largest campaign of national fashion promotion ever set for a 20th Century-Fox attraction, the company disclosed yesterday.

The program backing the film version of Sloan Wilson's novel ranks as the most extensive advance drive of its kind, a four-month promotion in which 12 leading manufacturers of men's apparel and accessories and more than 700 leading department stores throughout the country have already committed their full resources, the company said.



L'Heureux

(Continued from page 1)

sional liaison for the FCC chairman, a job especially important in view of upcoming Congressional probes of the Commission. L'Heureux has been serving as Republican counsel for the Commerce Committee's current investigation of the television industry. Prior to his Commerce Committee service, he was on the staff of the Senate banking committee.

Milwaukee Station Acquires 107 Films

Television Today..

MILWAUKEE, Jan. 10. – WISN-TV has announced acquisition of 107 first-run, recently released pictures from Tele-Pictures for use on locally sponsored "Humphrey City Cinema" and "Movie Time" programs, starting this month. Most of the films are post-1950 releases and some were issued as recently as 1954 and 1955.

Some of the films listed among the 107 are "Blackout," "Deputy Marshal," "Dragnet,' "F. B. I. Girl," "Hellgate," "I'll Get You," "Jungle," "Man from Cairo," "Queen of the Amazons," "Sins of Jezebel," "Tall Texan" and "Terror Street."

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

EDWARD J. MONTAGNE, head of CBS telefilm production in N. Y. and supervisor of the "Phil CBSilvers Show," believes that both the motion picture and TV industries "would benefit if more directors in one or the other medium of entertainment were given wider opportunities in both fields." EJM continues with, "Writers and actors, now doubling in both, are signally successful, and were directors to follow suit, they, too, could become successful in both fields.". . . The George Skinner CBShow TViewed every morning and directed by Chuck Hinds, is chockful of songs, gaiety and laughter, but last Thursday an UNscheduled event took place which really shook the rafters. The guest that day was Ruth Manecke, director of the Wood Lane Zoo, who, in opening a cage bearing an Abyssinian guinea hen, lost her hold on the bird, who thereupon exploited her new-found freedom by flying over the heads of the cast and the entire crew, who were obliged to keep one eye on their respective tasks and the other eye peeled on the "threatening" bird adlibbing????? overhead.

☆ ☆ ☆

Dennis James

Emerson Drugs and Olin Mathieson have renewed their alternate-sponsorship of the "ABChance of a Lifetime" TV series, emceed by Dennis James, produced by Herb Moss and seen every Sunday in the 9:00-9:30 P.M. slot. . . . Sammy Cahn and Nicholas Brodszky, composers of the music score for the Martin & Lewis picture, "Serenade," which opens at Radio City Music Hall in the Spring, have been signed by Joe Pasternak to write the music for an MGMusical, "The Opposite Sex," starring June Allyson, Ann Sheridan, Dolores Gray and Joan Collins, which will be directed by David Miller. . . . Robert E. Gips, who joined Mel Gold Productions in 1954 as production supervisor, has been promoted to the post of veep in charge of production and a director in the company. Gips majored in theatre arts and motion pictures at the University of California and upon graduation joined National Screen Service as Mel Gold's assistant.

☆ ☆ ☆

Paul Taubman

Phil Kalfus, who left the CBScript and story dep't to join Barry & Enright's "Winky Dink & You" as staff-writer, has been upped to associate producer of the kiddie series. Incidentally, Paul Taubman's music on this series plays no small part in its fine make-believing. . . . It was Ladies Day at the Lambs Club last Sunday and Shepherd Walter Greaza's Flock and its mesdames thoroughly enjoyed the festivities. An impromptu show that was staged in the upstairs lounge was the scene of a "triple steal" by three Helens, Helen Hayes, Helen Menken Lytell and Helen Kane. Tenoriole Jack Feeney brought a special guest Schaefer Beer's clever artist Mario Vigiani, whose caricatures of the Lambs proved another highlight. Don Morrow has been signed for the telefilm commershills which, starting Jan. 22, will plug Crest toothpaste. We hear that Procter & Gamble plans to spend something like $11,000,000 this year on this account.

☆ ☆ ☆

Delbert Mann, who directed the original teleplay, "Marty," and also the award-winning motion picture adaptation of the Paddy Chayefsky story, has been signed to direct a 90-minute TVersion of Jim Bishop's best seller, "The Day Lincoln Was Shot," CBSaturday, Feb. 11. . . . Jerry Thorpe has been given a new four-year pact to direct telefilms for Desilu Productions. . . . Director of publicity at WMGM since 1946, Jo Ranson has been named director of public service at the station. He'll continue as chief flack. . . . Bradford Dillman's outstanding thesping in "Third Person" at the President Theatre, has earned the youngster the attention of TV producers. . . . A new forty-three second cartoon sequence, created and filmed by Al Stahl Productions and featuring animated caricatures of Jackie Gleason, Art Carney, Audrey Meadows and Joyce Randolph, will introduce "The Honeymooners" CBStarting next Saturday.

Remittances

(Continued from page 1)

industry in 1955 could point w pride to the expansion of its fore business and the manner in which met the multiple problems direc affecting the foreign distribution American films," Golden stated. noted that last year film agreeme with the United Kingdom and Fra were renewed for another year, a n three-year agreement was conclu with Italy, and an agreement reach at the year-end with Germany. mittances from such major mark as Canada, Germany, Brazil, It and Australia were relatively free d ing the year, he added.

On the other hand, Golden mitted, disputes are still pending w Denmark and Spain.

Foreign Exchange No Problem

The industry's main foreign pr lem has changed from one of obta ing free dollar remittances to one getting films into foreign countries the first place, the Commerce f chief said. Whereas in the p American companies were bothe mostly with foreign exchange rest tions, he said, now their main wor deal with import or playing ti quotas, rental ceilings, excessive ta tion, unusually strict censorship imported films, or import licens restrictions.

Golden reiterated the oft-m point that no other major Ameri industry depends so heavily on foreign market as does the mot picture industry. He pointed out t the Department's survey in Febru 1955, showed that U. S. films oc pied 68 per cent of the screen ti of theatres in the free world.

An important factor in the gro of the foreign market for U. S. fi in recent years has been the incre in theatre facilities in foreign co tries, Golden stated. About 9, more theatres were operating year than four years earlier, and theatres have made "excellent pr ress" in installing new projection sound techniques.

Praises Rise in Quality

The "most important factor" in proving the foreign market for U. films, however, has been "the creasing number of high quality p ductions which have been exporte Golden declared. He said U. S. p ducers would have to continue to t out films with an "international peal," and added that "the inter tional film market has become so tegrated a part of the operation most U. S. film companies that m people feel they should produce only one market—the world mark

Burrows in Stock Sale

WASHINGTON, Jan. 10.—Geo D. Burrows, executive vice-presid of Allied Artists Pictures Corp., s 5,600 shares of common stock in company during November, reduc his direct holdings to 22,886 sha according to the Securities and change Commission.

TENT TALK

Variety Club News

MAHA — Omaha Variety Club No. 16 will install its new of- s and crew on Saturday evening, 14, at a banquet and dance in Blackstone Hotel. John Rowley, will become international chief er in May, will be present as in- ing officer.

maha officers will be J. Robert , chief barker; Don Hammond, assistant; Joe Jacobs, second tant; Walter Creal, property mas- and Bill Barker, dough guy. Crew ıbers are Frank Gartner, Pat Hal- ı, Ross Lorello, Norm Nielsen, ın Trump and Iz Weiner.

△

UFFALO — Elmer F. Lux, past ident of the Buffalo Common ncil and well known industryite, be installed for the third time as f barker of Tent No. 7, Variety of Buffalo, at ceremonies on lay evening, Jan. 15 in the club's ware Avenue headquarters. The ing chief barker, W. E. J. Mar- also will be honored on this oc- on, which will take the form of a er dance.

he crew of '56 will be installed he same evening.

△

AN FRANCISCO.—Induction of ers of Variety Club of Northern fornia, Tent No. 32, and presen- n of the Great Heart Award to iam Coffman, managing director he East-West football games for benefit of the Shrine Hospitals for pled Children, will be held Sat- y at the Fairmont Hotel.

△

HILADELPHIA.—Mayor Richard- Dilworth and District Attorney or H. Blanc addressed more than persons attending the installation ier of Variety Club, Tent No. 13 ıonor the outgoing crew and in- ing chief barker Maxwell Gillis. ıng industry executives who spoke e William C. Gehring, 20th Cen- -Fox executive assistant general s manager, and Arthur Israel, aide Barney Balaban, Paramount presi- .

feature of the evening was the entation of a scroll to Kitty en in recognition of her charitable vities in behalf of Tent 13.

△

ALTIMORE.—An impressive list guests attended Baltimore Variety b's installation of officers here en Earl Lewis, newly-elected chief ker, took over from Jack L. ittle. Among those who viewed ceremonies were U. S. Senator n Marshall Butler, Rep. Sam edel and State Senators Joseph terolli and Mayor Cardin.

REVIEW:

Glory

David Butler Prod.—RKO Radio—Superscope

HOLLYWOOD, JAN. 10

THE TITLE of this picture is the name given by Margaret O'Brien to a horse to whom she was devoted since the animal was foaled at her grandmother Charlotte Greenwood's stable. In time, Glory wins the Kentucky Derby, meanwhile providing the film with a story thread that ties together a caricature of race horse breeders with some amusing plot cliches. This entry may not set any box office records, but should finish in the money as a pleasing attraction for the entire family.

Filmed in Superscope and color, turf fans especially will find enjoyable backgrounds in the blue grass country of Kentucky, closeups of some famous race horses, training sequences and an authentic filming of a Kentucky Derby integrated to supply the excitement for the anticipated ending.

Miss O'Brien gives evidence, in her first grownup role, of developing into a sweet, romantic lead, with a pleasant singing voice to her credit. John Lupton, portraying the young, wealthy owner of a prize stable, possesses the kind of charm bound to attract the teen-age trade. Miss Greenwood and Walter Brennan figure prominently throughout, carrying on an old feud with an amiable distaste for each other. Peter Milne's screenplay, based on a story by Gene Markey, is built on the problems of raising and training horses on a shoestring operation without having a winner to help pay the feed bills.

On the romantic side, Miss O'Brien has her heart set on Lupton, but believes he is in love with attractive Lisa Davis, a society belle. She decides to join Byron Palmer's band as a vocalist when her poverty-stricken grandma enters Glory in a claiming race, and unjustly accuses Lupton of an unsportsmanlike purchase of her prized possession. Lupton secretly arranges for the actual purchaser of Glory to lose the horse back to Charlotte Greenwood in a poker game, thereby clearing himself. Brennan trains Glory, and a group of the stable boys pool their resources to pay the Derby entry fee. Miss O'Brien quits the band in time to realize her ambition of having a Derby winner, and finds her true love in Lupton.

David Butler produced and directed.

Running time, 99 minutes. General audience classification. Release date, December, 1955.

SAMUEL D. BERNS

Smith Chief Barker Of N. E. Variety Club

BOSTON, Jan. 10.—Philip Smith, president of Smith Management Co., was elected chief barker of the Variety Club of New England at the annual election of officers held over the weekend. He succeeds Walter A. Brown, president of the Boston Garden, the Boston Bruins and the Boston Celtics, who had held the office for the past five years.

Brown has been appointed Variety Clubs international canvasman.

Other officers elected were Michael Redstone, Kenneth Douglass, as vice-presidents; Willaim S. Koster, executive director; James Marshall, treasurer; George Roberts, secretary. Directors are Richard Berenson, Reuben Landau, Arthur H. Lockwood, James Mahoney, Benn Rosenwald, James Stoneman and Arnold Van Leer.

A total of $465,028.38 was contributed to the 1955 Jimmy Fund Drive, which was sponsored by the Variety Club of New England, the Boston Red Sox and the motion picture industry, according to an announcement by Red Sox general manager Joe Cronin and Theodore Fleisher, president of Interstate Theatres Corp., co-chairmen for the drive.

The entire expenses involved in the campaign were taken care of by the trustees of the foundation with their personal checks, the chairmen said. Since 1947, when the Jimmy Fund was founded, 1,730 children have been treated for cancer. Today there are 263 children undergoing treatment at the Jimmy Building, Boston, coming from every state in the U. S. and foreign countries.

N.T.A. Acquires 30 Films for $1,200,000

Television Today.. National Telefilm Associates has acquired the television rights to 30 motion pictures which were released theatrically by Universal Pictures, Lopert Films and Italian Films Export for a reported $1,200,000.

According to an NTA representative, the TV rights have been acquired for five years and the films will be sold on a regional and local basis "in an orderly fashion."

Involved in the deals are such films as "Bitter Rice" and "Anna," "Young Caruso," "The Greatest Love," "Bellissima," "Butch Minds the Baby," "Tight Shoes," four Olsen and Johnson films, "Guest Wife," "Last Chance" and "Stranger on the Prowl."

National Pre-Selling

"PICNIC" will get a substantial plug in the March issue of "Woman's Home Companion." A two-page spread in full color will be devoted to a pictorial story on this new Columbia picture. Color photos of Susan Strasberg, Rosalind Russell, William Holden and Kim Novak will be spotlighted.

•

Twenty-two major national magazines and Sunday supplements with a combined circulation in excess of 65,000,000 are currently featuring and will feature important publicity stories on Universal-International's "The Benny Goodman Story." The publicity breaks include special feature stories on Steve Allen, Benny Goodman and Donna Reed and important reviews on the picture, and are part of what David A. Lipton has announced as the campaign to expose more people to the pre-selling of "The Benny Goodman Story" than any previous picture in U-I history.

The national magazines and Sunday supplements which will devote feature coverage to "The Benny Goodman Story" are "Coronet," "American Magazine," "Redbook," "Pageant," "American Weekly," "Parade," "Look," "Collier's," the "New York Times Sunday Magazine," "Good Housekeeping," "Ebony," "Parents' Magazine," "Charm," "Seventeen," "Scholastic Roto," "Boys' Life," "Cosmopolitan," "Woman's Home Companion," "This Week," "Compact" and "Life."

•

"Kismet" is advertised on the table of contents page of "Woman's Home Companion's" January issue.

•

Jimmy Stewart, who plays Charles Lindbergh in "Spirit of St. Louis," tells an interesting story of how he was selected to play the part of Lindbergh in an article which appeared in a recent issue of "American Weekly." The story is on a two-page spread, highlighted by a color photo of James Stewart as Lindbergh. To master the famous flier's mannerisms for this Warner Brothers picture, Stewart studied 50,000 feet of newsreels made of the Lone Eagle's flights.

•

"The Rains of Ranchipur" has been selected by Florence Somers of "Redbook" as the picture of the month for January. Frank Ross, producer of "The Robe," acted in the same capacity for this new 20th Century-Fox picture.

•

Eddie Constantine, an American who has become a box office smash in French motion pictures, will be profiled in the Jan. 15 issue of "Parade". Constantine's pictures have been so successful in Europe that three of them, "Dames Don't Care," "Poison Ivy" and "This Man is Dangerous", are being readied for release in our country.

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RIVOLI, New York City

FIRST 7 WEEKS

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McVICKERS, Chicago

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 79. NO. 8 NEW YORK, U. S. A., THURSDAY, JANUARY 12, 1956 TEN CENTS

Compromise

etain Ticket ax, Treasury rgesCongress

lustry Maps Its Plans Oppose D.C. Tax

By J. A. OTTEN

ASHINGTON, Jan. 11.—A top sury Department official told gress today the department will se any increase in the present 50 ; Federal admission tax exemp-

e statement was made before a e Ways and Means subcommit- by Dan Throop Smith, special tant to the Secretary of the sury in charge of tax policy. The ommittee is holding hearings on inistrative and technical excise roblems.

: the same time that Smith was ying, industry leaders were lay- plans to combat a proposed two cent admission tax for the Dis- of Columbia. Industry officials that defeat of this tax is essential

(*Continued on page* 2)

:Gee Continues to ad Cooper Circuit

e status of Pat McGee as operat- head of Cooper Foundation tres has not changed, despite the nation of Kenneth Anderson as ral manager of Cooper Founda- McGee said here yesterday.

Gee explained that Anderson, ttorney, would head the entire dation activities and that, in a , McGee would be an assistant nderson. McGee continues as ral manager of the circuit's res.

ıal Judgment Filed Gov't 16mm. Case

From THE DAILY Bureau

OLLYWOOD, Jan. 11. — Final ment in the 16mm. case, which decided in the defendants' favor Dec. 5th, was entered today by ral Judge Leon R. Yankwich, wing findings of fact and con- on of law reported in the Dec.

(*Continued on page* 2)

TOA Puts Gov't Regulation Issue Up to Its Members

Questionnaire On a Variety of Topics Being Sent to 3,600 Members Covering 9,000 Theatres, President Blank Says

By LESTER DINOFF

Reaffirming its position as being still in favor of self-regulation, the Theatre Owners of America, nevertheless, is polling its 3,600 membership, which represents some 9,000 theatres in the U. S., for views and opinions on governmental regulation, it was announced here yesterday by president Myron N. Blank.

Myron Blank

"The answers to the questions asked in the five-page survey of exhibitors will be compiled for presentation to the Senate Small Business sub-committee hearings on the motion picture industry in Washington on Feb. 2," the TOA leader stated. He disclosed that the TOA committee which will testify at the SSBC hearings will consist of Al Forman of Portland, Ore., George Kerasotes, of Springfield, Ill., and Richard Kennedy, of Birmingham.

Blank, who met with the trade

(*Continued on page* 6)

Lux Will Meet With TOA Leaders in D. C.

Special to THE DAILY

BUFFALO, Jan. 11.—Elmer F. Lux has accepted an invitation to present himself to the executive committee of Theatre Owners of America in Washington next month and be considered for the organization's executive directorship, it was learned here today.

Hoff to Presidency Of Ballantyne Co.

Special to THE DAILY

OMAHA, Jan. 11.—R. S. Ballantyne, founder and president of the Ballantyne Company, announced that he was moving up to board chairman of the firm. The announcement was made by letter to company dealers.

J. Robert Hoff

R. S. Ballantyne

J. Robert Hoff, vice-president and sales manager, will assume the presi-

(*Continued on page* 6)

TOA Hits TV Film Sales

Grave concern over the sale of feature films to television, as exemplified by the RKO Radio Pictures and Columbia deals, was expressed here yesterday in a statement by Myron Blank, president of Theatre Owners of America.

The statement, issued at the conclusion of a meeting of TOA officers, went on to say "the move must harm the box-office today."

"We realize that the distributors are within their rights in making this move, but we feel that it represents poor economic judgment. The effect of these moves, and others pending that we have heard about, must and will shrink the potential return on pictures today and in the future," the statement continued.

"This action has caused great concern amongst all exhibitors. Some

(*Continued on page* 6)

To Visit Studios, Convention

TOA Conferring With Johnston Over Inviting Foreign Trade Heads to U.S.

Theatre Owners of America has been conferring with Eric Johnston, president of the Motion Picture Export Association, concerning the advisability of inviting the heads of foreign trade associations to visit the Hollywood production centers and to attend the 1956 TOA convention next September, it was revealed here yesterday by Myron N. Blank, TOA president.

Blank said that he has already personally spoken with Johnston concerning this as it is his understanding that "some foreign exhibitor members of the Union Internationale de Cinematographique Exhibitors will attend

(*Continued on page* 6)

3 Compo Units Name Delegates to Board

In response to an inquiry by Robert W. Coyne, three member units of COMPO have designated their representatives on the COMPO board of directors.

The Metropolitan Motion Picture Theatres Association has named Emanuel Frisch, its president, and Leo Brecher, board chairman, as co-representatives. A Julian Brylawski, president of the Motion Picture Theatre Owners of Metropolitan D. C., and Seymour Hoffman, president of the Virginia Motion Picture Association, have been reappointed by their respective organizations.

PERSONAL MENTION

ARTHUR M. LOEW, president of Loew's, Inc., is in Hollywood from New York.

•

Howard Dietz, M-G-M vice-president and director of advertising-publicity, is scheduled to return to New York early next week from Hollywood.

•

William B. Zoellner, head of M-G-M short subject sales, will leave here on Tuesday for Los Angeles and other key cities of the West.

•

Sanford Weiner, Continental Distributing general sales manager, has left New York for Columbus and other Midwestern cities.

•

E. S. Gregg, president of Westrex Corp., has returned to New York following a vacation in the South.

•

Manny Reiner, I.F.E. Releasing Corp. general sales manager, will leave here today for Oklahoma City.

•

Bert Orde, of "Redbook," will leave here tomorrow for the Coast.

Final Judgment

(*Continued from page 1*)

6th edition of Motion Picture Daily. The key paragraph in the final document reads:

"Defendants have not contracted, combined or conspired among themselves, or with any alleged co-conspirators, or with consent decree defendants, or with others, to violate Section One of the Sherman Anti-Trust Act or to restrain interstate trade and commerce in 16mm. films in violation of Section One."

The Government has 60 days in which to appeal. Such appeal would have to be made to the Supreme Court.

Crowther to Present Burstyn Award

The Independent Motion Picture Distributors Association of America will present the annual Joseph Burstyn Award for the best foreign-language film of the year to the Italian picture, "Umberto D," at a ceremony on Jan. 19, at Sardi's.

Bosley Crowther, motion picture critic of the New York "Times," will present the award to Baron Carlo De Ferrariis Salzano, Italian Consul General in New York.

"Umberto D," presented by Edward Harrison, is the first Italian motion picture to receive this award.

Ticket Tax Retention Urged

(*Continued from page 1*)

for the long-range success of the industry's drive for further relief from the Federal admissions tax.

In his testimony to the Ways and Means subcommittee, Smith pointed out that the Treasury opposed the admissions tax exemption when it was voted by Congress in 1954, and said that he knew of no rise in costs or other inflationary movements since then to justify any increase in the exemption now.

In addition to his specific remarks on any increase in the 50 cent ticket tax exemption, Smith throughout lengthy questioning by subcommittee members repeatedly expressed opposition to other excise tax relief proposals because of the revenue loss. His testimony made it clear the Treasury will fight vigorously all major tax relief plans.

COMPO Planning Campaign

The Council of Motion Picture Organizations is preparing to launch a new campaign for admission tax relief. Robert Coyne, special council for COMPO has been in Washington the past two days working on that campaign.

Coyne said he had been contacting members of the House and Senate to discuss the outlook for additional admissions tax relief, and had also been at work trying to combat the proposed two percent admission tax for the District of Columbia.

The tax, which must be approved by Congress, was formally presented to a House-Senate committee today by the district commissioners. The admissions tax, calculated to raise $500,000 a year, is part of a $9,800,000 tax increase package presented by the commissioners. They asked the lawmakers for quick approval of the entire plan.

Coyne said he was concerned about the possible effect that approval of the District of Columbia tax would have on the industry's general campaign. "How would we look asking for additional tax relief," he said, "at a time when Congress is voting a tax for Washington that contains no exemption at all?"

Objections to the proposed district tax will be voiced to the House-Senate committee next week by A. Julian Brylawski, head of the Motion Picture Theatre Owners of Washington. Brylawski's opposition will be backed up by testimony to be presented by Coyne and Albert Sindlinger, president of the research firm used by COMPO.

Fears a Precedent

"If Congress okays this bill for an admission tax in the district," Brylawski said, "it will encourage other states and municipalities to move in the admissions tax field and will also be very damaging to our campaign for Federal admissions tax relief."

Brylawski revealed that he had been in New York yesterday and received the backing of the Theatre Owners of America. Telegrams have gone to TOA officials asking them to contact key members of Congress in opposition to the proposed district tax.

RKO's 'Glory' Has Lexington Premiere

Special to THE DAILY

LEXINGTON, Ky., Jan. 11. — Led by Gov. and Mrs. Chandler, a parade along the main thoroughfare of this city ended at the Kentucky Theatre, where David Butler's "Glory" had its Blue Grass world premiere tonight. The demand for tickets resulted in two showings of the RKO release, both of them sold out, with proceeds from the sale going to the Clinic for Spastic Children at the University of Kentucky.

Participating in the parade and the premiere program at the theatre were the film's star, Margaret O'Brien; producer David Butler, John Lupton and Byron Palmer, Miss O'Brien's leads in the picture, and syndicated sports writers and columnists.

Newspapers here and in Louisville, Cincinnati, Indianapolis and Cleveland gave prominent front-page space to the premiere of "Glory." Beginning tomorrow 240 theatres in this territory will begin runs of the Superscope-Technicolor film.

Get Ready for Quiz: Magnuson to FCC

From THE DAILY Bureau

WASHINGTON, Jan. 11.—Senate Commerce Committee chairman Magnuson (D., Wash.) told the Federal Communications Commission to be ready to answer detailed questions on its deintermixture policies when the committee starts its long-delayed television hearings Tuesday.

Magnuson, who has criticized the Commission for failing to act to help out UHF stations, said he wanted all FCC members on hand for the hearings.

Magnuson indicated the committee would also delve into the progress of the FCC's study of the television network situation.

Nash Weil, 62

ATLANTA, Jan. 11. — Nash weil, 62, died in an Atlanta hospital after a long spell of illness. Weil had served as vice-president and general manager of the Wil-Kin Theatre Supply Co. with headquarters here for the past 25 years.

. . . NEW ROUNDU

'Office Workers' Shows

The Rivoli Theatre here tom will inaugurate special "office ers" shows for "Oklahoma!" S uled for the convenience of people, the "after office hours" formance will be offered at s prices ranging from $1 to $1.5 will be a regular Friday policy.

■

Drive-in Hearing Today

E. M. Loew, head of E. M. Theatres, is scheduled to appe New Haven Superior Court toc a hearing concerning a pro drive-in for that city. Loew is for a writ of mandamus which compel building inspector Falsey to issue a permit.

■

Mexican Dubbing Active

Between 40 and 50 Mexica tures are to be dubbed into E this year as part of the progr Cinex, the semi-official head c tribution of Mexican pictures a Cinex is counting on more th in the U. S. to play Mexican p this year.

■

4 Co-Production Deals

Mexico and Spain will co-pr four pictures this year, each s Sarita Montiel and each $80,000, according to Juan Miss Montiel's representati Mexico.

■

Carey Wilson to CBS

CBS-TV will launch a new week series of 90-minute dr programs to start early in th entitled, "Playhouse 90," with Wilson, former M-G-M produ executive producer. Staff will i four directors and two produce scripts will be purchased fron lance writers.

YOU'LL GET THE FINEST TRAILERS ...IN THE SHORTEST TIME, FROM
SPECI TRAIL
37 years of
How means
Trailers...
FILMAC
CHICAGO 1327 S. WABASH
NEW 341 W.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau. Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywoo Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephor 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymor Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered a class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single co

PEOPLE

[heodore H. Markovic**, for the last) years supervisor of the NBC film :ary, has been named manager of NBC film exchange services. He l manage the newly completed ;C film exchange in Englewood ffs, N. J. Markovic formerly was :h Fox Movietone News and Sta-n WPIX here.

◻

Mrs. Robert Wile**, wife of the sec-ary of Independent Theatre Own- of Ohio, and **Mrs. Horace Adams**, fe of the president, are arranging program of women's activities at : Allied drive-in convention in eveland Feb. 19-20.

◻

D. L. McWorter, president of the rmers and Merchants Bank in Sum-rville, Ga., and **Luther C. Smith**, , have purchased the Tooga Thea- in Summerville and the Penn ive-in on Highway 27.

◻

Humberto Rodriguez is the most :ive screen player in Mexico. Of : 96 pictures made in Mexico last ar, he appeared in 60, earning ,600 at the rates of $11 daily as a man and $18 daily in minor roles.

chievement Awards o K. Novak, Kazan

Kim Novak and Elia Kazan have en selected as recipients of the [ark of Achievement" Award for 55, it was announced jointly by car Hammerstein II, chairman of : awards committee, and Harry andt, luncheon committee chair-ın. Miss Novak will be presented th the award for her achievements motion pictures; Kazan for his hievements as an outstanding di-:tor on the stage and in motion :tures.

The awards will be presented on ı. 31, at the Sheraton Astor Hotel re at the annual "Mark of Achieve-:nt" luncheon sponsored by the ıusement industries division of the deration of Jewish Philanthropies.

tep Up Information n Television Code

elevision Today..

WASHINGTON, Jan. 11.—The National Association of Radio and levision Broadcasters has decided step up sharply its campaign to in-:m the public about the operations the television program code.

The association said it had decided ıt a successfully-operating code ɔuld be the best answer to persons ticizing the content of TV pro-ams, and that a better public un-rstanding of the code and support : it would help make the code ccessful.

Regional Promotion Meetings Scheduled For Fox This Month

A group of 20th Century-Fox executives from vice-president Charles Einfeld's advertising and exploitation departments will participate in and address a series of special division meetings called by distribution director Al Lichtman to implement merchandising and promotion plans formulated last week at a national sales conference held at the home office.

The meetings, to be held in six of the company's domestic offices in the next few days and later this month in Canada, will chart the over-all handling of an amplified production-distribution program of 34 CinemaScope productions this year.

Demonstrations Planned

A third major point on the agenda will be the staging of CinemaScope 55 demonstrations in principal cities of the United States and Canada commencing Jan. 23.

The first division meeting will be held today in Philadelphia and will be attended by executives of Martin Moskowitz's Atlantic division. Alec Moss, advertising executive, will address the conclave. Personnel in attendance will be from the Philadelphia, New York and Washington offices.

Carl Mos, advertising executive, will speak Friday in Indianapolis at a meeting of the Central sales division, headed by T. O. McCleaster. Attending will be sales and other exchange personnel from that office and Cincinnati, Cleveland, Detroit and Pittsburgh.

Mid-West Meeting Friday

M. A. Levy's Mid-West sales division also will meet on Friday and will be addressed in Milwaukee by Eddie Solomon, assistant exploitation manager. Present will be executives from the Des Moines, Kansas City, Minneapolis, Omaha, St. Louis and Milwaukee exchanges.

The division sales meetings will continue next Monday with one in Atlanta. Exploitation manager Rodney Bush will address the Southern sales division headed by Harry G. Ballance. South-East manager Paul S. Wilson, South-West manager Mark Sheridan, Jr., and others from the Atlanta, Charlotte, Jacksonville, New Orleans, Dallas, Houston, Memphis and Oklahoma City exchanges will attend.

Solomon to San Francisco

A two-day Western division meeting will be convened Monday in San Francisco. Executives of Herman Wobber's territory will be addressed by Solomon. Assistant division manager Reville Kniffen and personnel from the Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle offices will be present.

The domestic division conferences will be concluded on Tuesday with a session in Boston of Al Levy's North-East sales division. Advertising manager Abe Goodman will fly from New York for the conference.

Arbitration Draft Ready for D. of J.

The arbitration draft, which was approved by distribution and two exhibition associations, is ready for submission to the Department of Justice, Herman M. Levy, general counsel for the Theatre Owners of America, stated here yesterday.

Levy said that it was his understanding that the arbitration drafting committee, or representatives appointed by this group, will take the draft to Washington for approval or disapproval.

Blank to Address Carolina Conclave

CHARLOTTE, Jan. 11. — Myron Blank, president of Theater Owners of America, will address the annual convention of the Theater Owners Association of North and South Carolina here on Jan. 30.

Blank will speak on the second day of the convention. He will be accompanied here by Herman Levy, TOA general counsel. George Gaughan, TOA field executive, is also scheduled to come here for the meeting.

'U' Starts 'Goodman' Tieup with 'Charm'

Jerome M. Evans, in charge of promotion for Universal Pictures, left New York yesterday for Cleveland as the first stop of a six city tour in connection with the nationwide "Charm" Magazine merchandise tie-up on "The Benny Goodman Story," in Technicolor starring Steve Allen and Donna Reed.

The tieup which involves 11 national manufacturers of women's ready-to-wear merchandise is being launched with a nine-page advertising section in the February issue of "Charm" which will be on the newsstands Jan. 20 and which will enable local theatres to tie-in through a national "Fashions in Rhythm" contest.

NTA Not Acquiring Product from IFE

A report that National Telefilm Associates had acquired a group of Italian Film Export pictures for television was denied here yesterday by IFE spokesmen. Such product as "Bitter Rice," "Anna," "Young Caruso" and "Bellissima" had been mentioned as pictures acquired by NTA. It is understood that these pictures may eventually go to television through other channels, but no deal has been made with NTA, it was said.

Harry Hobolth Dies

IMLAY CITY, Mich., Jan. 11.—Harry Hobolth, for 22 years a theatre operator, died here. Formerly operating a circuit, he had currently two theatres here.

Coyne, McGee

To Study Tax Repeal Drive In N.Y. Friday

Discussions concerning the launching of the Federal admission tax repeal campaign by the Council of Motion Picture Organizations will take place here tomorrow between Robert W. Coyne, COMPO special counsel, and Pat McGee, Theatre Owners of America vice-president and former co-chairman of the COMPO Tax Repeal Committee.

McGee, who yesterday said that he had not been invited thus far to head the new tax repeal campaign, indicated that "machinery has been set up already" for the new campaign, but would not elaborate on this.

He said that many Congressmen are very sympathetic toward the motion picture industry and that TOA will support the tax campaign "as will all exhibition." Myron N. Blank, TOA president, said that "many theatres today would be out of business now if we didn't fight for the last campaign."

Stresses Promoter's Role of Independents

A European or an independent producer has to be more like a promoter than a studio staff producer, it was stressed here yesterday by Andre Hakim, independent producer who just completed "The Man Who Never Was" for 20th Century-Fox release.

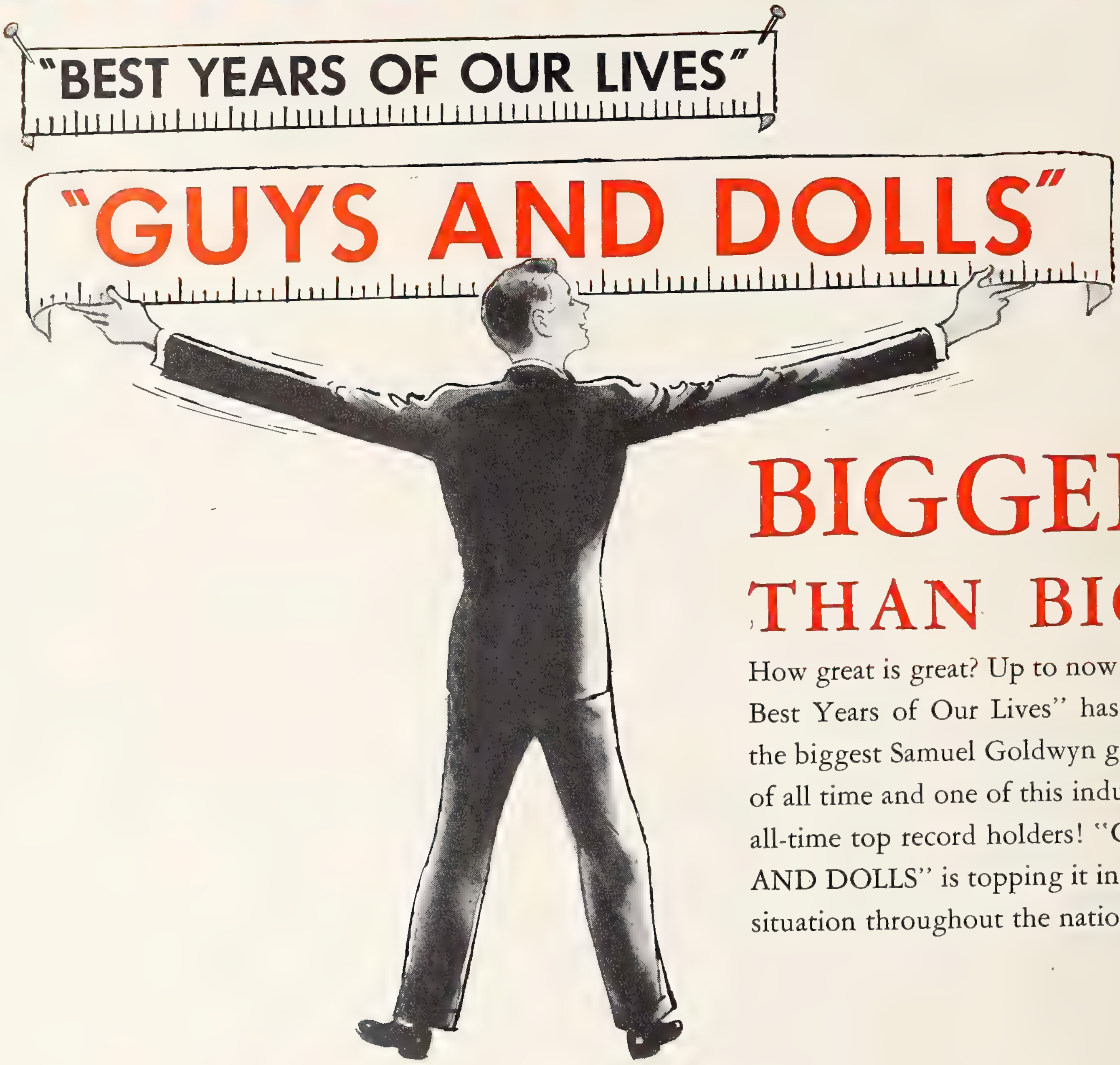
Hakim said the independent producer here and abroad is very much involved in the raising of funds and the arranging and coordinating of all phases of production, in addition to some distribution and promotion.

Hakim, who is enroute to London for preparation of two productions, said that it is generally less expensive to shoot a picture in Europe as compared to Hollywood, although it takes longer. He credited lower technical costs in Europe for the difference. His two upcoming productions, which also will be in CinemaScope and will be released by 20th-Fox, are "Sea Wyf and Biscuit," based on a novel by J. M. Scott, and "Black Wings," based on a TV play by Joseph Schull.

Neame to Direct

The film based on the Scott novel will be shot in Jamaica, England and Scotland under the direction of Ronald Neame, who directed "The Man Who Never Was," Hakim stated. "Black Wings" will be filmed in England, he continued, adding that American stars will be sought for both pictures. "The Man Who Never Was" will be released domestically next month and overseas in March. His deal with 20th-Fox calls for world-wide distribution of the films, with Fox supplying the bulk of the financing, Hakim stated.

THIS IS SHOW BUSINESS HISTORY


"BEST YEARS OF OUR LIVES"
"GUYS AND DOLLS"

BIGGER THAN BIG!

How great is great? Up to now "The Best Years of Our Lives" has been the biggest Samuel Goldwyn grosser of all time and one of this industry's all-time top record holders! "GUYS AND DOLLS" is topping it in every situation throughout the nation.

GUYS AND DOLLARS FACTS...

FIRST 8 STILL GREAT! New York, Chicago, Boston, Philadelphia, Washington, Detroit, Los Angeles, San Francisco. Long runs continue, ranging from 7th to 10th weeks.

ATLANTA—800 seat house tops sensational "Best Years" business.

ATLANTIC CITY—Terrific! Tops famed "Best Years" by $1,000.

BUFFALO—450 seat house sets sensational new record, even topping normal business of regular runs.

CHARLOTTE—554 seat house tops business of theatre that had "Best Years" premiere.

CLEVELAND—Doing 5 times normal business.

CINCINNATI—New all-time house record.

COLUMBUS—First 2 weeks in 3,000 seat house beats famed "Best Years" in same theatre.

(continued

DAYTON—3 times normal business.

DENVER—New all-time house record in 2,600 seat theatre.

DES MOINES—Record for 600 seat house and doing twice normal business of regular runs.

HARTFORD—Off-beat house chalking up sensational grosses seldom seen in regular first-runs.

INDIANAPOLIS—Long-run house doing 4 times business of regular first-runs.

KANSAS CITY—900 seat house tops big grossing pictures in other theatres.

MEMPHIS—Tops record business of "Best Years" in 2,700 seat house.

MIAMI BEACH—800 seat house doing 25 percent more than previous record holder "Best Years."

MIAMI—Playing simultaneously and even topping Miami Beach by 10 percent.

MILWAUKEE—First 2 weeks' business in great 2,400 seat house tops previous record holder "Best Years" by 25 percent.

MINNEAPOLIS—2,800 seat theatre tops previous record holder "Best Years" by 10 percent.

NEW ORLEANS—Doing 3 times normal business in 2,200 seat theatre.

NORFOLK—600 seat house topping normal business of regular first-runs.

OKLAHOMA CITY—First 2 weeks top "Best Years" record business.

OMAHA—900 seat house doing 3 times normal business of regular first-runs.

PORTLAND—1,800 seat theatre beats record "Best Years" by $800 in first week.

RALEIGH—600 seat off-beat theatre tops famed "Best Years" by 20 percent.

ST. LOUIS—Small house doing 3 times normal business of regular first-runs.

SAN DIEGO—Topping record-breaking "Best Years."

SEATTLE—850 seat house doing 3 times normal business of big first-runs.

WICHITA—Doing twice record "Best Years" business.

And Phenomenal In Canada

CALGARY—Sensational! Doing twice business of famed "Best Years."

EDMONTON—New record. Three times normal business, double "Best Years" record.

HALIFAX—Tops record "Best Years."

MONTREAL—Sets new sensational all-time house record.

OTTAWA—Sensational! New record. Doing 3 times normal business of theatre with 1,000 more seats.

TORONTO—Sensational, unheard of business! More than triple "Best Years" gross.

VANCOUVER—Fantastic new all-time record. First week doubles business of record "Best Years" and second week triples "Best Years" second week business.

WINNIPEG—Sensational new record! Doing more than twice the business of "Best Years."

THEY'RE MAKING BOX-OFFICE HISTORY! JOIN!

parade

the Sunday
Picture Magazine

and

Universal International

will make sweet music together with a 4-color ad in PARADE's February 5th issue advertising

The Benny Goodman Story

The makers of The Glenn Miller Story have chosen PARADE to tell more than 15 million readers of Sunday newspapers in more than 50 key markets and some 6,700,000 homes about their latest hit The Benny Goodman Story.

PARADE has what it takes to pull these people into the box office . . . and Universal-International knows it.

parade

TOA Polling Its Members

(*Continued from page* 1)

press following three days of discussions with other TOA leaders in closed sessions, declared that "TOA feels that no legislation we know of is beneficial to the industry. We still are in favor of self-regulation." He asserted that many of the problems that now confront the industry were brought about by governmental regulations now in effect.

Surrounded by such TOA executives as Pat McGee and Herman Levy, the Des Moines exhibition leader said that "the majority will rule" when TOA compiles the answers from the questionnaire within the next three weeks. The questionnaire, which is broken down into nine categories, seeks theatremen's viewpoints on such topics as governmental regulation, product shortage, arbitration, trade practices, competitive bidding, the U. S. vs. Paramount, et al., decree, expansion of divorced circuits and federal admission tax reduction.

May Be Board's Guide

It was indicated by Blank and Levy that the answer to the survey questions might possibly cause the TOA board of directors, which will meet in Washington on Feb. 27-28, at the Hotel Shoreham, to formulate new national policies for the exhibitor organization.

Exhibitors are asked in the questionnaire to present viewpoints on U. S. regulation of the entire motion picture industry and of film rentals; for opinions concerning the production and distribution of films by "former affiliates; for approval or disapproval of an industry arbitration system; for comment on whether high film rental terms have forced increased admission prices; conditioning the rental of one feature on that of another or others, or on shorts or newsreels; extended playing time and advanced admission prices as a condition for getting a particular picture and the clearance situation and unfair trade practices in general.

In the competitive bidding category, the questionnaire asks whether bidding on a picture was requested or forced by distribution and which practices in competitive bidding are considered unfair. Questions are also posed on whether divorcement has harmed exhibition, how elimination of block-booking has affected theatre operation and whether a return to block-booking is favored now. Regarding the expansion of "divorced circuits," the TOA members are asked to express comment on this issue and whether they are in favor of pursuing the battle to eliminate the remaining admission tax.

In closing, the TOA questionnaire asks for comment as to "what is wrong with the motion picture industry," and to state views as to what can be done to better the industry's position.

Blank, along with Levy, said that they expect to have a favorable return. They said that they would also be present at the SSBC hearings, but are not going to testify.

No Executive Director Yet

Commenting on the search for an executive director, the TOA president said that thus far "we still haven't got the man." Blank stated that the organization is very much in need of an executive director "for proper leadership and guidance."

In reply to a question concerning the Exhibitors Film Financial Group, Inc., Blank declared that it "is awaiting the availability of circuit participation and the participation of others in the industry."

Commenting on the results of a questionnaire regarding British product which TOA sent out to its membership sometime back, Blank said that he had received "no reaction" to it from film producers in Great Britain.

TOA Conferring

(*Continued from page* 1)

the Theatre Owners of America convention."

"The 1956 convention, which will be held at the New York city Colosseum, Sept. 19-25, will have an international aspect with all industry cooperation and participation and TOA will use showmanship in staging it," Blank declared.

He said that a formal contract for the 1956 event was signed on Tuesday with Theatre Equipment and Supply Manufacturers Association, which will stage its trade show in conjunction with the TOA meet.

In reply to a question as to whether TOA will join with TESMA for the 1957 convention and trade show, Blank said so far this has not been discussed. He also said that he sees no reason why TOA can not hold its annual convention in the Spring to coincide with TESMA which plans to stage its trade shows in the Spring, commencing possibly in 1958.

Hoff to Presidency

(*Continued from page* 1)

dency of the company and will be the chief operating officer.

Ballantyne said, that after 25 years as president, he was relinquishing this post to his son-in-law.

"As you know," he wrote, "I am now past my sixty-sixth birthday. It is inevitable that at sometime I would have to give up the post of president, and I can think of no better time than now to do it when I am enjoying the best of health. In this way, we can make the move smoothly and confidently.

Predicts Advances

"I do not have to tell you that with Bob in the presidency, the Ballantyne Company will continue to move forward."

Immediately after the announcement, Ballantyne left for an extended two months vacation and business trip which will take him through the South and Southwest.

REVIEW:

Wiretappers

Embassy Distributors, Inc.

"WIRETAPPERS" IS THE true story
Jim Vaus, acknowledged long-ti
"king" of gangster wiretappers a
associate of the notorious Mick
Cohen. The story centers around Va
during the period when he was ass
ciated with the Los Angeles unde
world. He became involved wi
criminal syndicates and devised a sy
tem of tapping race track results b
ing transmitted by teletype, while
and his underworld cronies plac
bets with bookies on horses whi
had already won.

Later in the film Vaus is convert
by a visit to a meeting conducted
evangelist Billy Graham. He is r
ported to be himself an evangelist
real life today. Vaus is played effe
tively by Bill Williams. Georgia L
appears as his devoted wife w
gradually influences him away fro
crime, and Douglas Kennedy is t
leader of the syndicate whom Va
eventually deserts for religion a
right principles.

The story holds the interest, despi
occasional slowness of pace a
heavy-handed acting on the part
some of the supporting players.

The story was adapted for t
screen by John O'Day, who took
from Vaus' own published sto
"Why I Quit Syndicated Crim
Rodney Nelson has the title of p
duction executive and Dick R
directed.

Running time, 80 minutes. Ad
audience classification. Release,
February.

TOA Hits TV

(*Continued from page* 1)

theatres will be forced to close d
to the greed of some distributors
pick up a 'fast buck.' We feel certa
that the companies that have conce
for their customers will refrain fro
selling their product to televisi
during these trying times."

Superstitious Scarce Among Industryites

**Industry people and motion pictu
reviewers have no Friday-the-13
apprehensions whatsoever, accordi
to evidence offered by Paramou
yesterday. Good thing, too, sin
there are three Fridays the 13th
1956!**

**Paramount's evidence: every e
hibitor, film executive, newspaperm
and radio-TV commentator who w
invited to the "Anything Goes" sp
cial previews set for tomorrow (F
day, the 13th) in all 32 branch citi
has applied for tickets. In New Yo
the fearless ones will gather at Loev
72nd St. Paramount, itself indiffere
to superstition, holds that, "Anythi
Goes on Friday, the 13th."**

**(Ed. Note: The foregoing demo
strates that for a Friday-the-13
story, anything goes.)**

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 79. NO. 9 NEW YORK, U. S. A., FRIDAY, JANUARY 13, 1956 TEN CENTS

DITORIAL

0th-Fox Plan
or the Future

By Sherwin Kane

HE plans which have been
formulated for 1956 by 20th
Century-Fox, as presented to
company's national sales meet-
at the home office last week-
l, are of major importance to
ibitors everywhere.

hat this dynamic company will
est $70,000,000 in a production
l distribution program of 34 Cin-
aScope motion pictures during
year—a substantial increase in
duction over last year—is good
vs to showmen beset with prob-
ns of product supply.

ignificant, too, is the size of the
npany's production budget in a
iod of downbeat talk about fu-
e business volume from some
rters, inside and outside the in-
stry. It is unassailable evidence
the confidence in the future of
industry shared by Spyros
ouras, Darryl Zanuck and their
ociates in 20th-Fox.

•

ven more significant, perhaps, is
t part of the company's plans
ich pertains to the introduction
s year of 20th Century-Fox's
emaScope 55 with the release of
h productions as "Carousel" and
he King and I."

ts introduction to the public will
accompanied by an unprece-
ted promotional campaign on a
le to rival that for the introduc-
a of CinemaScope two years ago.
here is every reason for the
ustry's alert showmen to believe
t this important new advance in
tion picture presentation, backed
the lavish promotional cam-
ign being drafted for it, will
ove as substantial an attendance
mulant as was the original Cin-
aScope.

It is up to exhibitors to endeavor
match 20th-Fox optimism and
th-Fox enterprise with superior
owmanship and plain hard sell-
g. With such a formula, exhibi-
rs would be well on their way to
vastly improved operation in this
w year.

'Orderly' Release Schedule Pledged by 11 Distributors

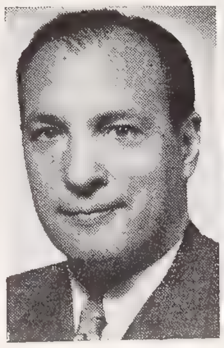
ABPT's Hyman Reveals Method Whereby 'Feast or Famine' Product Conditions May Be Eliminated by the Distributors

By MURRAY HOROWITZ

American Broadcasting-Paramount Theatres, acting on its own initiative, has secured pledges of cooperation from 11 producer-distributor companies for a program of an orderly distribution of quality product throughout 1956.

The pledges and endorsements were received by Edward Hyman, AB-PT vice-president, who conducted a series of conferences with top film executives. Hyman, aided by AB-PT president Leonard Goldenson, revealed the results of his project at

(*Continued on page 7*)


L. H. Goldenson

Edward Hyman

At 'Holders Meet

Fabian Sees Upward Trend In Attendance

Special to THE DAILY

WILMINGTON, Del., Jan. 12.—The quality of forthcoming product forecasts an upward trend in public acceptance of theatre entertainment, S. H. Fabian, president of Stanley Warner Corp., told stockholders at their annual meeting here today. Directors reelected at the meeting were Harry M. Kalmine, Dr. Charles F. McKhann and Maurice A. Silver.

S. H. Fabian

Fabian reported that while the gross income for the quarter ended Nov. 26 was slightly higher than the corresponding 1954 quarter, there

(*Continued on page 6*)

Lieber Joins Fox Studios

Perry Lieber, who announced his resignation as national director of advertising-publicity of RKO Radio this week, will join the 20th Century-Fox publicity department on the Coast on Feb. 6. Lieber will handle special assignment on the studio's top prod-

(*Continued on page 6*)

Top Republic Films Will Be Offered TV

From THE DAILY Bureau

HOLLYWOOD, Jan. 12—Republic Pictures, which in the past has released approximately 300 low-budget films to TV, has disclosed its in-

(*Continued on page 6*)

Offers Nine-Point Program

AB-PT Cites Ways of Revitalizing Box Office, Supporting Top Releases

Nine other operations, in addition to the proper spacing of releases throughout the year, are necessary if the greatest potential is to be realized from the strong array of product anticipated for 1956, American Broadcasting-Paramount Theatres' heads, Leonard Goldenson and Edward L. Hyman, said yesterday.

The additional phases of their program for correction and revitalization of industry operations consist of the following:

¶ The equalization of advertising rates for television and for motion picture theatres in mass media, with checks to be made in various sections of the country to ascertain whether or not TV has any advantage over films in this respect.

¶ Proper efforts on the part of all producers of trailers to get the proper

(*Continued on page 7*)

Detroit Strike End in Sight

Special to THE DAILY

DETROIT, Jan. 12.—The Detroit newspaper strike, which has seriously affected the motion picture industry, particularly second and subsequent runs here, is expected to be settled this weekend following a mass meeting at the Labor Temple to ratify a final offer presented by the newspaper publishers to mailers, stereotypers and printers.

Labor circles here indicated that the offer would be accepted as the "Detroit Reporter," an emergency paper operated by the Newspaper Guild and financed by the Allied

(*Continued on page 6*)

PERSONAL MENTION

WALTER WANGER will arrive in New York on Monday from the Coast.

•

ARTHUR CANTON and CHARLES FELLEMAN, of the M-G-M promotion department, will return here today from Jamestown, N. Y.

•

ED FORCE, manager of the RKO Brandies Theatre, Omaha, is in New York with his bride, the former DARLENE NELSON.

•

MYRON BLANK, president of Theatre Owners of America, returned to Des Moines last night from New York.

•

GEORGE FISHER, resident manager for M-G-M in Cleveland, has left there with MRS. FISHER for Miami.

•

FRED R. GREENWAY, of Loew's Palace Theatre, Hartford, is recovering from surgery at Hartford Hospital.

•

ALLEN MINER, producer, arrived in New York by plane yesterday from Hollywood.

Additional Showings Of 'Scope 55 Slated

Additional demonstrations of CinemaScope 55 have been scheduled in New York and Los Angeles by 20th Century-Fox.

A showing for representatives of the general and film trade press, magazines, wire services, nationally-syndicated columnists and TV and radio figures in New York has been set for Thursday Jan. 19, 9:15 a.m., at the Roxy, while stockholders will attend the originally announced program at the Roxy on Jan. 23, at 9:15 a.m.

Three More in Los Angeles

Three demonstrations instead of the previously scheduled one will be conducted on Jan. 23 at the Village Theatre, Los Angeles, to meet ticket requests there from stockholders and all major communications media. Showings will be held at 9:45 a.m., 2 p.m. and 4 p.m.

Golding, Hutner to D.C.

David Golding and Meyer Hutner of Samuel Goldwyn Productions will be in Washington on Monday to confer with officials of the Department of Defense and the U. S. Navy regarding the exploitation of "The Sharkfighters," which will be produced by Samuel Goldwyn, Jr.

Members to Decide Jan. 26-27

Do Hollywood Clips on TV Violate the NARTB Code?

From THE DAILY Bureau

WASHINGTON, Jan. 12.–The National Association of Radio and Television Broadcasters is trying to decide whether the showing of portions of new Hollywood films on television violates the advertising restrictions of the NARTB's television code. The question involves the steady showing of clips from current films on such shows as the M-G-M, Warner and Fox shows, and also the occasional showing of films on the Ed Sullivan and other variety shows.

The matter will be taken up at a meeting of the NARTB's television code Review board in San Francisco on Jan. 26 and 27.

The NARTB television code restricts the amount of time that can be devoted to advertising in each half-hour or hour of broadcasting. NARTB officials said the question has been raised–they wouldn't say by whom–as to whether the showing of portions of current Hollywood films on TV programs in return for money, the use of studio space, the release of name stars, or the use of old films, does not constitute advertising rather than entertainment, and so violate the advertising restrictions of the code.

Report to Be Drawn Up

The NARTB saff has been making an exhaustive study of the situation and will have a report ready to present to the review board at the San Francisco meeting.

NARTB officials said that another, but "incidental," issue was whether the film portions would always meet the program content restrictions of the TV code. They admitted that this would be of minor importance since in most cases the film code is more restrictive on program content than the TV code.

The code review board meeting will also study proposals for amendments to the code and plans for a publicity campaign to inform the public on the code's operations.

Para. Gives Farewell Party for O'Shea

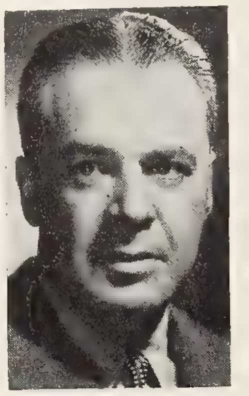
Paramount Pictures' executives and department heads gathered at the home office dining room late yesterday for a farewell party to E. K. (Ted) O'Shea, who resigned as a vice-president of Paramount Film Distributing Corp. to join Magna Theatres Corp. as vice-president and head of worldwide sales.

Hosts at the party were Hugh Owen, Paramount Film Distributing vice-president and newly-named Eastern sales manager, and Sidney Deneau, who has been promoted to Western sales manager. The latter had been O'Shea's executive assistant.

Wanger in 6-Picture Deal With RKO

From THE DAILY Bureau

HOLLYWOOD, Jan. 12. – RKO Radio Pictures and Walter Wanger Pictures, Inc., concluded negotiations today for Walter Wanger to produce six pictures for RKO in the next three years. Wanger and his organization will move onto the RKO Studio lot Feb. 1.


Walter Wanger

The first Wanger picture for RKO has not as yet been determined but it is the basis of discussions which have been going on for the past several days between Wanger and William Dozier, vice-president in charge of production at the studio.

Wanger, accompanied by his wife, Joan Bennett, will leave for New York tomorrow for approximately two weeks to see the Broadway plays.

Goldwyn $75,000 for Coast PCC Building

HOLLYWOOD, Jan. 12. – Permanent Charities Committee chairman Y. Frank Freeman today announced that the organization, founded in 1940 at the suggestion of Samuel Goldwyn, has received a $75,000 gift from Goldwyn for the establishment of PCC's own permanent building at La Cienega Boulevard and Rosewood Avenue.

In making the announcement, Freeman revealed that Goldwyn already has subscribed $30,000 to PCC's current campaign and that his contributions, since 1940, exceed $350,000.

Charles Vidor Forms Aurora Productions

HOLLYWOOD, Jan. 12.–Charles Vidor, producer-director, has announced the formation of Aurora Productions, first venture of which will be "Joker is Wild," to be produced jointly with Kent Productions.

. . . NEWS ROUNDUP

Book School-Made Film

"The Face of Lincoln," a two-
documentary produced by the cine
department of the University
Southern California, has been boo
by Fox West Coast as the compan
picture to "Marty" at the Bruin T
tre in Westwood.

■

Fox Shooting Abroad

Twentieth Century-Fox will
duce four of its 1956 programs
foreign countries. "Anastasia" will
made in London, Paris and Vien
"Boy on a Dolphin," in Greece
Isle of Rhodes; "Island in the Su
in the Caribbean, and "Jane Eyre,
England.

■

New RKO Studio Post

Albert B. Taylor, formerly
CBS-TV in New York, has been
pointed executive in charge of n
tiating major star, director and w
commitments at the RKO studi
new post.

■

'Queen for Day' Tieup

Universal and NBC's "Queen f
Day" TV show, also on 526 Mu
radio stations, have tied up
"Benny Goodman Story" prom
whereby a "queen" will be sele
to participate in the world prem
of the picture at the Chicago T
tre, Chicago, on Feb. 2. The "qu
will be selected on Jan. 30.

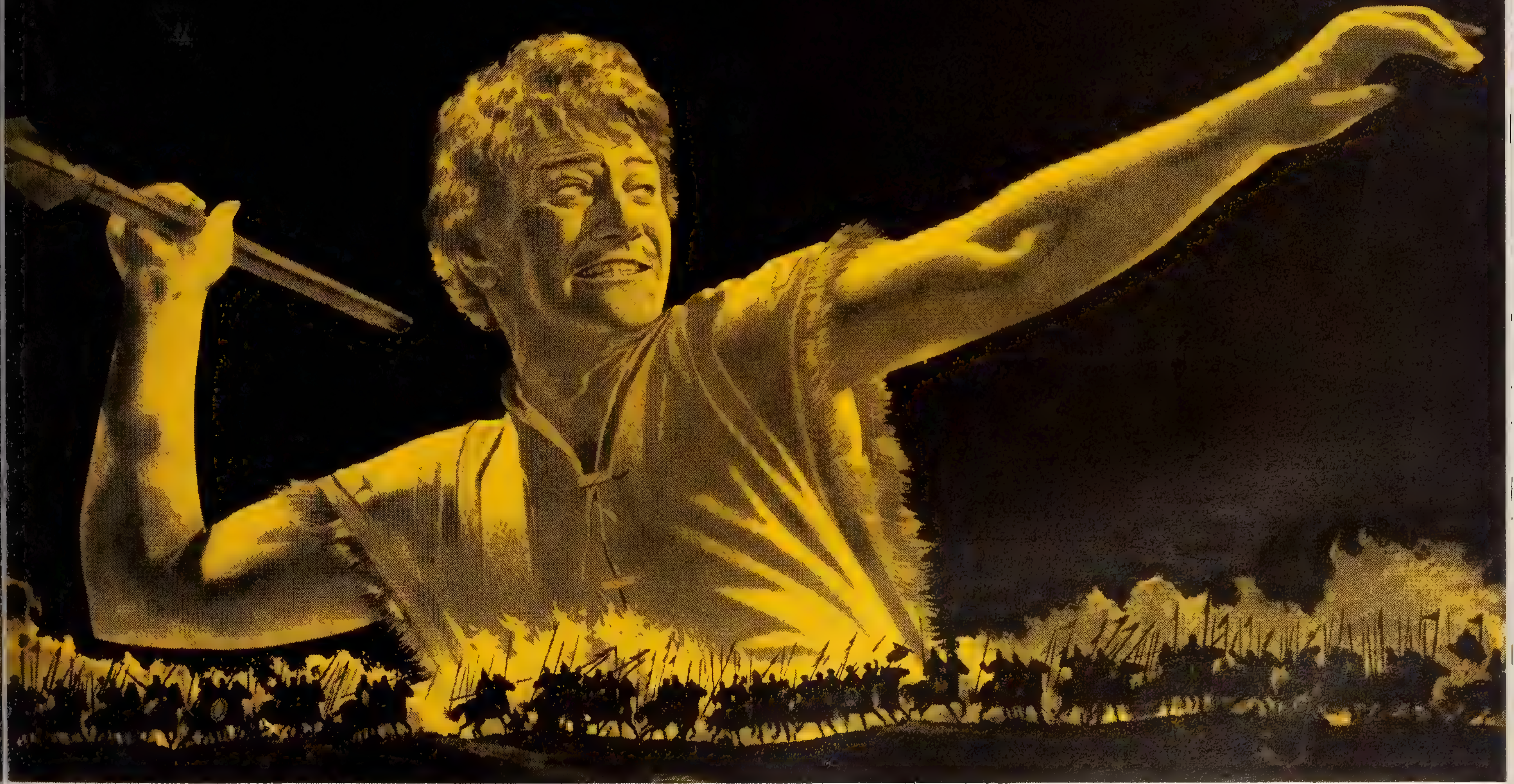
Cinema Editors Ele Warren Low Head

HOLLYWOOD, Jan. 12. –
American Cinema Editors mem
ship today elected Warren Low
the presidency, succeeding Ric
Cahoon. Jack W. Ogilvie succee
George Amy as vice-president,
worth Hoagland replaced Eda
ren as secretary and Daniel A. Na
succeeded Fred Berger as treas

NEW YORK THEATR
RADIO CITY MUSIC HALL
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

Destined to spearhead the parade of hits coming from the new RKO



THE CONQUEROR

→ → → →

The new **RKO** will grow stronger in 1956, release after release...when these fine pictures hit the screens...each backed by an *advanced-type* of pre-selling

JANUARY 11 RELEASE

GLORY

MARGARET O'BRIEN • WALTER BRENNAN • CHARLOTTE GREENWOOD

SUPERSCOPE
Print by
TECHNICOLOR

JANUARY 18 RELEASE

POSTMARK *for* DANGER

TERRY MOORE • ROBERT BEATTY • WILLIAM SYLVESTER

JANUARY 25 RELEASE

CASH ON DELIVERY

SHELLEY WINTERS • PEGGY CUMMINS • JOHN GREGSON

FEBRUARY 8 RELEASE

SLIGHTLY SCARLET

JOHN PAYNE • ARLENE DAHL • RHONDA FLEMING

SUPERSCOPE
Print by
TECHNICOLOR

FEBRUARY 15 RELEASE

The Brain Machine

PATRICK BARR • ELIZABETH ALLAN • MAXWELL REED

FEBRUARY 22 PRE-RELEASE • MARCH 28 GENERAL RELEASE

HOWARD HUGHES presents

THE CONQUEROR

JOHN WAYNE • SUSAN HAYWARD

CINEMASCOPE®
PRINT BY
TECHNICOLOR

MARCH 7 RE-RELEASE

DAVID O. SELZNICK presents

Rebecca

LAURENCE OLIVIER • JOAN FONTAINE
GEORGE SANDERS • JUDITH ANDERSON

MARCH 14 RELEASE

The Bold and the Brave

WENDELL COREY • MICKEY ROONEY • DON TAYLOR • NICOLE MAUREY

SUPERSCOPE

MARCH 21 RE-RELEASE

ONE MINUTE TO ZERO

ROBERT MITCHUM
ANN BLYTH

APRIL 4 RELEASE

GREAT DAY IN THE MORNING

VIRGINIA MAYO • ROBERT STACK • RUTH ROMAN

SUPERSCOPE

Print by TECHNICOLOR

APRIL 11 RELEASE

THE WAY OUT

MONA FREEMAN
GENE NELSON

APRIL 18 RE-RELEASE

THE BIG SKY

KIRK DOUGLAS • DEWEY MARTIN
ELIZABETH THREATT • ARTHUR HUNNICUTT

APRIL 25 RELEASE

While the City Sleeps

DANA ANDREWS • RHONDA FLEMING • IDA LUPINO • GEORGE SANDERS • THOMAS MITCHELL • SALLY FORREST

and that's only the beginning...from the new RKO

RKO RADIO PICTURES

PEOPLE

George C. Hoover, chief barker of Variety Clubs International, has been appointed 1956 chairman of the United Cerebral Palsy's national nominating committee.

□

Ken Prickett, former manager of the Piccadilly Theatre in Chicago, is replacing **J. R. Sweeney** as manager of Ralph Goldberg's State Theatre in Omaha.

□

A. L. Royal and **T. V. Garraway**, Mississippi exhibitors and co-heads of Panarama Pictures Corp., have completed their "Daughter of Davie Crockett" which was made in the Meridian-Enterprise area of Mississippi, and are now in New York arranging for its release.

□

Mrs. Kathryn Murry, widow of **William Murry**, Atlanta exhibitor, has sold the Hilan Theatre in Atlanta to the Storey circuit. **Thomas P. Wiley** has been appointed manager, moving over from the Emory Theatre. **William Meadows** replaces Wiley at the Emory.

Industry Tonight to See 'Anything Goes'

Representatives of exhibition and equally large numbers of critics, columnists and commentators will gather at Loew's 72nd Street Theatre here this evening for one of the 32 simultaneous special previews of Paramount's "Anything Goes" scheduled for selected theatres in the branch cities.

The New York preview, which will resemble a "gala" first-night, will bring together also many celebrities in the entertainment and publishing fields as well as leaders of business and industry.

Lieber Joins Fox

(*Continued from page* 1)

uct in line with its production expansion plans.

Lieber will leave here on Feb. 20, spend a few days in Chicago and then continue on to his California home.

No successor to Lieber at RKO has been announced.

Republic

(*Continued from page* 1)

tention to offer 76 of its top features to the sight-and-sound medium through its TV subsidiary, Hollywood Television Service. The offering, which will be made strictly on a rental basis, will make available to TV outstanding films starring such players as John Wayne, Vera Ralston, Claire Trevor and Susan Hayward.

Republic will retain theatrical rights to all films so released.

Says UA Business Rose 150%

Rising Economy in Germany Aids Film Industry There: Pleskow

By LESTER DINOFF

The outlook for the German motion picture industry is very promising due to the rapid economic strides which are taking place within the country, according to Eric Pleskow, United Artists' general manager for Germany, who yesterday said that UA's business in that country within the past two years has increased by approximately 150 per cent.

Pleskow, who will be in New York for four weeks of UA home office conferences, declared that the increased and strengthened German film industry "is a direct result of the fact that Germany is a free market where the demands of the public control the motion picture screen."

Production of German motion pictures has "been static" in the number of films turned out last year, "but German film grosses have been very big," the UA foreign executive said. "Film business for German pictures and for American films will increase in the future if the exhibition industry is given the right pictures," he said. There has been no increase in film business for German product this season as compared to last season, Pleskow said,

Theatre Field Prosperous

The UA official also said that the German exhibition industry has been also making rapid strides, disclosing that there is much theatre construction going on at present. He said that there are over 5,500 theatres now in West Germany, "with more going up continuously."

Phila. Arcadia Files Anti-Trust Action

PHILADELPHIA, Jan. 12. – The owners of the Arcadia Theatre, a downtown house here, have started an anti-trust suit against the major film distributors, except Loew's, and against two circuits, Stanley Warner Management Corp. and William Goldman Theatres, Inc. The plaintiffs ask for $350,000 damages, as well as triple damages and counsel fees and costs. They also seek an injunction giving them the right to license first-run product "in a free and untrammeled market and under terms and conditions free from discrimination in favor of the defendant exhibitors."

Plaintiffs are Merton Shapiro, Bennard Shapiro, Morton J. Sablosky and Lillian Schultz, individually and trading as the Arcadia Theatre.

'Arm' Bows in London

LONDON, Jan. 12.–The European premiere of Otto Preminger's "The Man With The Golden Arm" was held today at the Odeon Leicester Square Theatre. After initial dates, the Preminger production will go into the Odeon houses throughout Great Britain. The film has received the British censor's "X" rating–approval for adult audiences.

Fabian

(*Continued from page* 1)

was a decline in the net profit. Gross income for the quarter amounted to $23,926,500 as compared with $23,320,400 for the same period last year. The net profit after all charges for the quarter was $810,500, equivalent to 37 cents per share on the 2,194,563 common shares outstanding, compared with $1,110,100, or 50 cents per share, on the common outstanding in the same 1954 period.

Says Most Has Been Regained

Despite the lower net, Fabian said that, "based on our estimate of the operating profit for the month of December, the major portion of the decrease has already been recouped."

Fabian cited "Guys and Dolls," "Artists and Models" and "The Court Martial of Billy Mitchell" as outstanding current box office attractions.

At the next meeting of the board on Jan. 24, Fabian said, a dividend of 25 cents per share is scheduled to be declared, payable on Feb. 24.

Regarding the Cinerama division, he stated that "Cinerama Holiday" to date had outgrossed the first Cinerama production "This Is Cinerama" in a majority of theatres in which "Cinerama Holiday" was now playing. He said it was the consensus of expert opinion that the recently completed third Cinerama production, "Seven Wonders of the World," produced by Lowell Thomas, would also draw enormous audiences.

Optimistic Regarding Future

Fabian concluded by stating that the company took a cheerful view of the country's economic health and believed it would be reflected in Stanley Warner's operations during the months ahead.

AA Executives East For Product Talks

Allied Artists executives Harold J. Mirisch, G. Ralph Branton and John C. Flinn will arrive in New York Monday from California.

Mirisch and Branton will discuss with Morey R. Goldstein, vice-president and general sales manager, sales policies for William Wyler's "The Friendly Persuasion," Vincent M. Fennelly's "Crime in the Streets," and Walter Mirisch's "The First Texan," all forthcoming AA releases. Flinn, national advertising and publicity director, will confer with Martin S. Davis, Eastern advertising and publicity manager, on promotion campaigns.

Goldenson Says

Industry Ca Make '56 Bes In Its History

The industry has "within its pov er" to make 1956 the "most prospe ous year" in the history of motic pictures, Leonard Goldenson, pre dent of American Broadcasting-Par mount Theatres, declared here ye terday.

Goldenson, impressed by the lin up of product for 1956, said th now is the time for the industry do some "tub-thumping." Never b fore, according to Goldenson, has seen such an array of top quali pictures forthcoming.

The AB-PT president made l comments in connection with the r port issued by Edward Hyma AB-PT vice-president, on pledges cooperation on the orderly release quality pictures throughout the ye

Not Awed by TV

Goldenson, saying that he "want to set fire" under an industry wi such a high potential, decried t amount of publicity garnered by T in the nation's newspapers as co pared to motion pictures. "I thi we have the right to get on the fro pages of newspapers," he declare

The AB-PT president reiterated l plan to capture the women audienc and instill the film-going habit in t youngsters.

He acknowledged that for the pa five or six years the industry has be beset by changes. However, he we on, the large measure of enthusia needed for the industry should evidenced now, declaring the i dustry has the vitality and t strength, backed up by the prop merchandise.

Detroit Strike

(*Continued from page* 1)

Trade Printing Council, expects publish its last edition tomorrow.

However, it was reported by so labor officials that a settlement mig not be reached with the Newspap Guild, engravers and teamsters, pecially the latter, who are st conducting negotiations with the pu lishers for a better working agre ment.

Schorr Joins H-L

HOLLYWOOD, Jan. 12. – Hec Lancaster Productions today a nounced that William Schorr h joined the company as a produc with "Cry Tough," by Irving Sh man, as his first assignment.

Hal Keith Dies

Hal Keith, one of the Natior Broadcasting Co.'s leading televisi producers, died on Wednesday cancer at the New York Medic Center. He was 38.

'Orderly' Release Schedule Pledged to ABPT

irm's Officials ee 'Orphan eriods' Ended

(*Continued from page* 1)

ade press luncheon here yester-

yman coupled his announcement ne pledges of film companies with promise that AB-PT will guar- e the maximum playing time and film terms to quality pictures ased during "orphan periods." At same time, he expressed his belief exhibition, on the whole, will ow the AB-PT lead in order to the recurring periods of "feast amine" in available quality prod-

Blame Lack of Product

oth Hyman and Goldenson ned the dip at the box-office fol- ng Labor Day last year and the between Thanksgiving and istmas on the lack of quality luct during those periods. "This ist another example of what will inue to happen until we realize we are in business every day of year and must continue at all s to give our patrons the proper icements," Hyman declared.

he "orphan" periods listed by ian were the months of May and , the span from Thanksgiving to istmas, and a new period, which rding to Hyman, reared its "ugly l" for the first time during 1955 e period immediately after Labor . Scheduling the best pictures four major holidays—Easter, rth of July, Labor Day and stmas—was attacked by Hyman ntiquated.

ys May, June Should Be Good

he May and June period was d as a time for high business ntial by Hyman, who pointed that in that period the top TV grams have gone off the air for summer. Regarding December, ian declared that in instance after nce a top quality picture released for Thanksgiving can play right through the new year, thus eliminating what ordinarily would be a poor business month in December.

Hyman made a compilation of progress on his orderly release program, reporting that in some cases some companies altered their releasing plans following conferences with him. He expressed hope that with the round of endorsements he received companies, acting individually, will fill in the "gaps" with top quality product when such product is not available in a given period. The "gaps," he went on to explain, are readily apparent from published release schedules, which are public knowledge.

Points to Other Companies

He reported that Warner Brothers has set "The Spirit of St. Louis" for release on June 2 and "The Searchers" or "Giant" in September, in addition to having a top roster of pictures from which to select for their Thanksgiving release.

Paramount, he said, endorsing the program, has agreed to have an outstanding picture for Thanksgiving, 1956. "We are advocating that the Thanksgiving picture be Alfred Hitchcock's 'The Man Who Knew Too Much,' with James Stewart. This would make for good release pacing since Warner Brothers' 'Spirit of St. Louis' with James Stewart will be released on June 2," Hyman declared. He expressed assurance that from the "impressive" Paramount line-up, product for the "orphan" periods would be made available.

Full cooperation, Hyman went on, was promised by Loew's vice-president in charge of distribution Charles Reagan. Twentieth Century-Fox, the AB-PT vice-president continued, has set "Bus Stop" and/or "Anastasia" for May and June. In March, which includes the pre-Easter period, Fox will release "The Man in the Gray Flannel Suit," he added.

With respect to Columbia, Abe Montague, vice-president of distribution, "also subscribed wholeheartedly to an orderly distribution of quality product," Hyman reported. Despite traditional bad weather conditions which hurt the box-office in February, Columbia will release "Picnic" during that month, Montague informed Hyman. Top product for other "orphan" periods also were slated by Columbia, according to Hyman.

Cites UA Plans

Reporting on United Artists, Hyman was informed that UA in 1956 will release approximately 40 pictures, of which 12 are expected to be of triple-A calibre, and will be released at the rate of one a month.

Similar pledges of cooperation were received from Universal, Republic, RKO Radio Pictures, Buena Vista and Allied Artists, Hyman added.

The AB-PT vice-president in his 18-page release, outlining the problem and the results of his conferences, also called for aggressive advertising and publicity campaigns by exhibition to complement his program. He pointed as an example to the spring film festival sponsored by Elmer Rhoden, president of National Theatres, for 1956.

are the Blame; Get ck to Work': AB-PT

all for the cooperation of all in- ry segments for mutual benefits a cessation of internal dissension urged by AB-PT officials yester- as part of their statement directed improvement of patronage and lic relations.

No one segment of our industry blame for the various ills that beset us," the statement said. think we should all share the ne and together concentrate our rts on curing these ills."

NINE-POINT PROGRAM FOR REVITALIZING B.O.

(*Continued from page* 1)

sales and want-to-see ingredients incorporated in trailers.

¶ Advancement of the plan proposed by Goldenson and now under development by a COMPO committee headed by Harry Mandel of RKO Theatres to recapture for theatres the women's audience through better public relations, and through the women to recapture the family patronage.

¶ Special efforts should be made to attract youngsters to the theatres; not only because some 25 million of them will approach teen age within five years but also because they are the motion picture theatres' patrons of tomorrow.

¶ Production should develop new faces and talent, first, to overcome the present shortage of box-office names which creates casting difficulties, leaves a few big names in practical control of production and results in several simultaneous releases using the same star or stars, and, secondly, to better serve the younger audience with personalities attractive to them and likely to strengthen the film-going habit.

¶ Improvement of publicity for Hollywood and motion picture theatres, especially through the efforts of individual exhibitor contacts with the local press, to insure film publicity being accorded at least as good attention in the press as that given to TV.

¶ Continue and improve the Compo Audience Awards, which has the potential of becoming a very valuable asset to the industry.

¶ Inaugurate and support more promotional endeavors such as the Spring Movie Festival and Motion Picture Forum to be staged by National Theatres under Elmer Rhoden's direction.

¶ Enlist the cooperation of all producers, distributors and exhibitors in the foregoing efforts and correct the deterioration in showmanship which has taken place in the past several years.

Film Shortage Seen Easing; 'Triple A's Up

Not only does the shortage of product appear to be easing up but the prospects for delivery of the greatest number of top grade attractions in years among 1956 releases are excellent, AB-PT officials said at their trade press luncheon conference at the company's home office yesterday.

Announcements indicate there will be 332 pictures made this year, of which 80 may be of "triple A" quality, AB-PT reported. Should developments bear this out, it was stated, "this number of quality pictures will exceed the number of 'triple A' pictures released in any other year that we have ever seen." But, it was emphasized, quality is far more important than quantity.

Titles Listed

Titles mentioned with no pretensions of being anywhere near a complete list of the "triple A" picture prospects were:

"Picnic," "War and Peace," "The Ten Commandments," "Around the World in 80 Days," "Carousel," "The King and I," "The Spirit of St. Louis," "Moby Dick," "Giant," "Man in the Gray Flannel Suit," "Bus Stop," "Anastasia," "Trapeze," "Alexander the Great," "I'll Cry Tomorrow," "Teahouse of the August Moon," "Man Who Knew Too Much," "The Eddie Duchin Story," "The Benny Goodman Story," "The Solid Gold Cadillac," "Away All Boats," William Wyler's "Friendly Persuasion" and "The Conqueror."

Another factor in easing the product shortage, due to become more important in time, it was stated, is the foreign-made film suitable for exhibition here.

ABPT Affiliates in Talks for 'Oklahoma!'

Affiliated theatres of American Broadcasting-Paramount Theatres currently are negotiating for "Oklahoma!" it was disclosed here yesterday by AB-PT president Leonard Goldenson.

Set SCTOA Group For SSB Hearings

From THE DAILY Bureau

LOS ANGELES, Jan. 12.—The Southern California Theatre Owners Association board of directors today named its representatives who will attend the Senate Small Business Committee hearings in Washington on Feb. 2. Designated by the board were Harry C. Arthur, Jr., chairman; Albert Hanson, a member of the board, and James H. Arthur, counsel.

THAT "MAGNIFICENT OBSESSION" TEAM IS DELIVERING

ANOTHER MAGNIFICENT BOX OFFICE SUCCESS!

JANE WYMAN · ROCK HUDSON

All that Heaven Allows

PRINT BY TECHNICOLOR

MAGNIFICENT BUSINESS IN BOSTON, CLEVELAND, PROVIDENCE, CHARLOTTE, JACKSONVILLE, NEW ORLEANS, ATLANTA, MIAMI, SAN FRANCISCO, SPRINGFIELD, ILL., ASHEVILLE, N.C., MONROE, LA., ENID, OKLA., FALL RIVER, MASS., RALEIGH, N.C., TAMPA, FLA.

Allow for extra playing time

It's Holding Over Everywhere!

with AGNES MOOREHEAD · CONRAD NAGEL · VIRGINIA GREY · GLORIA TALBOTT

Directed by DOUGLAS SIRK · Screenplay by PEG FENWICK · Produced by ROSS HUNTER

Universal International

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 10 NEW YORK, N. Y., U. S. A., MONDAY, JANUARY 16, 1956 TEN CENTS

TORIAL

-PT Shows Way Lick a Problem

By Sherwin Kane

NARD GOLDENSON and dward L. Hyman of American roadcasting-Paramount Thea- iave not been content to wit- business declines at various ls of the year and do nothing than complain about it.

iough the problem, as they t, primarily was one of unwise ig of releases of top attrac- resulting in a batch of them ting with each other for the playing time, followed by an" periods during which no ttractions were available, at me did these theatre exec- see the problem solely as o be charged to producers- utors, nor as one for whose on they themselves owed no isibility.

•

AB-PT leaders not only for- ed sound proposals for dis- or cooperation in spacing the e of top pictures over a full ut, to encourage performance ordance with the assents ob- , it pledged its own valuable g time, rental terms commen- with the top attractions, ncreased advertising, promo- nd showmanship on behalf of ractions so released.

course of action not only encourage distributors to ation but also should stand effective example of common- procedure for those desirous ving their problems and im- g conditions within their in- . Complaining alone will not he trick. There should be gness to share the blame for in trouble, and to share the f getting out of it.

•

PT's program is, in effect, a ler that the industry is in ss 52 weeks a year, not just ticular holidays.

a program that is good for itire industry. If other ex- s can be encouraged to co- e commensurately, its suc- assured.

Television Today

IN THIS ISSUE **PAGE 9**

- **Activity in the television film field is heading toward a peak, despite the long-delayed opening of those feature film vaults in Hollywood.**
- **Spotlighting the News in Television Today.**
- **The Week in Review—What was on the air.**

Service Reaches 83 Foreign Countries

Demand for USIA Films Abroad Up 70%; 1,000 Subjects Now in Release

From THE DAILY Bureau

WASHINGTON, Jan. 15.—The U.S. Information Agency now has about 1,000 films in circulation in 83 foreign countries, according to a year-end report by Turner B. Shelton, chief of the agency's motion picture service.

Nonetheless, Shelton reported, the demand for agency films last year exceeded supply by more than 70 per cent. The information agency carries on the government's education and propaganda program overseas. President Eisenhower, in his budget message to Congress tomorrow, is expected to ask a sharp increase in appropriations for the agency.

In 1955, the motion picture service distributed more than 24,000 prints totaling 47,000 reels, with the average film translated into 19 languages, Shelton stated. He said U.S.I.A. films found growing acceptance abroad last year and are now "playing an increasingly important role in presenting the American story

(*Continued on page* 5)

Discuss Arbitration Draft Presentation

Proposals on presenting the arbitration draft to the Department of Justice forthwith as planned, or holding it back for a period for another course of action, or possible developments, were discussed at a meeting here on Friday of the sales managers arbitration negotiating committee.

Col. to Comb French Market for Product; Kingsley to Europe

The completed and future product of the French motion picture industry will be surveyed within the next few weeks by Edward L. Kingsley, head of Columbia Pictures special sales division, who will leave here for Europe on Thursday.

Kingsley, who is also president of Kingsley International, distribution outlet for foreign films, stated here at the weekend that he would make a product survey of the French industry to see what "important quality" films could be acquired for release by Columbia in this country.

"Columbia's special sales division, which was organized last Fall to pro-

(*Continued on page* 8)

'Anything Goes' Seen In 32 Previews

More than 10,000 exhibitors, film reviewers, columnists, radio and television commentators and celebrities Friday night attended the 32 simultaneous special previews throughout the country of Paramount's "Anything Goes," top-drawer release for 1956 starring Bing Crosby, Donald O'Connor, Jeanmaire and Mitzi Gaynor.

A selected theatre in each of the 32 branch cities, including Loew's deluxe 72nd Street Theatre in New

(*Continued on page* 8)

Murray Silverstone

Sees Theatres Abroad Aided By 'Scope 55

Predicts 22,000 Units Overseas by End of '56

By LESTER DINOFF

Demonstrations of the CinemaScope 55mm. process will begin in the foreign market in late March, it was announced here at the weekend by Murray Silverstone, president of 20th Century-Fox International Corp., who stated that the first showings of the process would take place in London, Paris, Rome and Sydney.

Murray Silverstone

Silverstone, in declaring that CinemaScope 55mm. "will be a big incentive for new

(*Continued on page* 6)

$22,500,000 Budget For 11 RKO Films In First Half Year

From THE DAILY Bureau

HOLLYWOOD, Jan. 15.—Daniel T. O'Shea, president of RKO Radio Pictures, returned to Hollywood today and disclosed that he had allocated $22,500,000 as the over-all budget for the first 11 pictures which will be produced by the RKO Studio

(*Continued on page* 6)

Anslinger Reaffirms Belief in Dope Ban

From THE DAILY Bureau

WASHINGTON, Jan. 15.—U. S. Narcotics Commissioner Harry J. Anslinger today reaffirmed his support of the motion picture industry code's ban on films showing drug addiction.

Anslinger last week was given a

(*Continued on page* 6)

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president in charge of advertising-publicity, and his assistant, JONAS ROSENFIELD, Jr., will leave New York today for London.

•

SEYMOUR SCHUSSEL, I.F.E. Releasing Corp. divisional sales manager, will leave New York today for Philadelphia and Washington.

•

JACK CUMMINGS, producer, has returned to New York from Boston, and will leave here on Thursday for the Coast.

•

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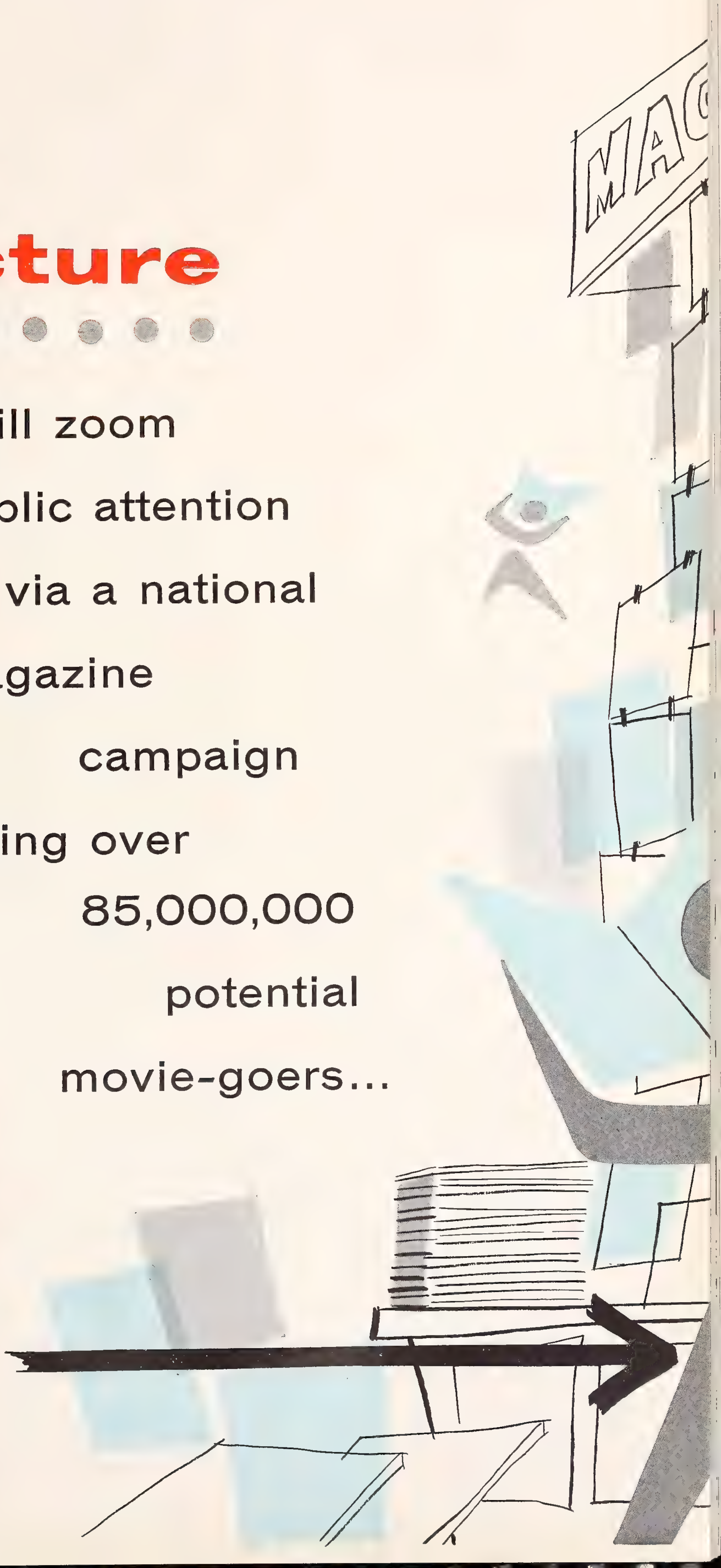

PERSONAL MENTION

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president in charge of advertising-publicity, and his assistant, JONAS ROSENFIELD, Jr., will leave New York today for London.

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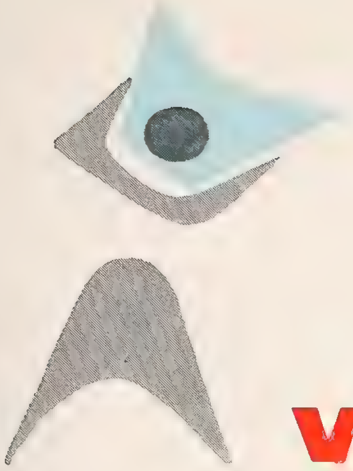
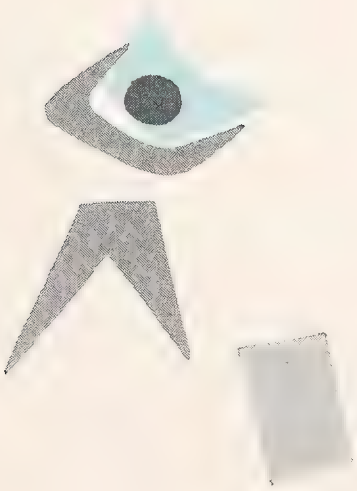
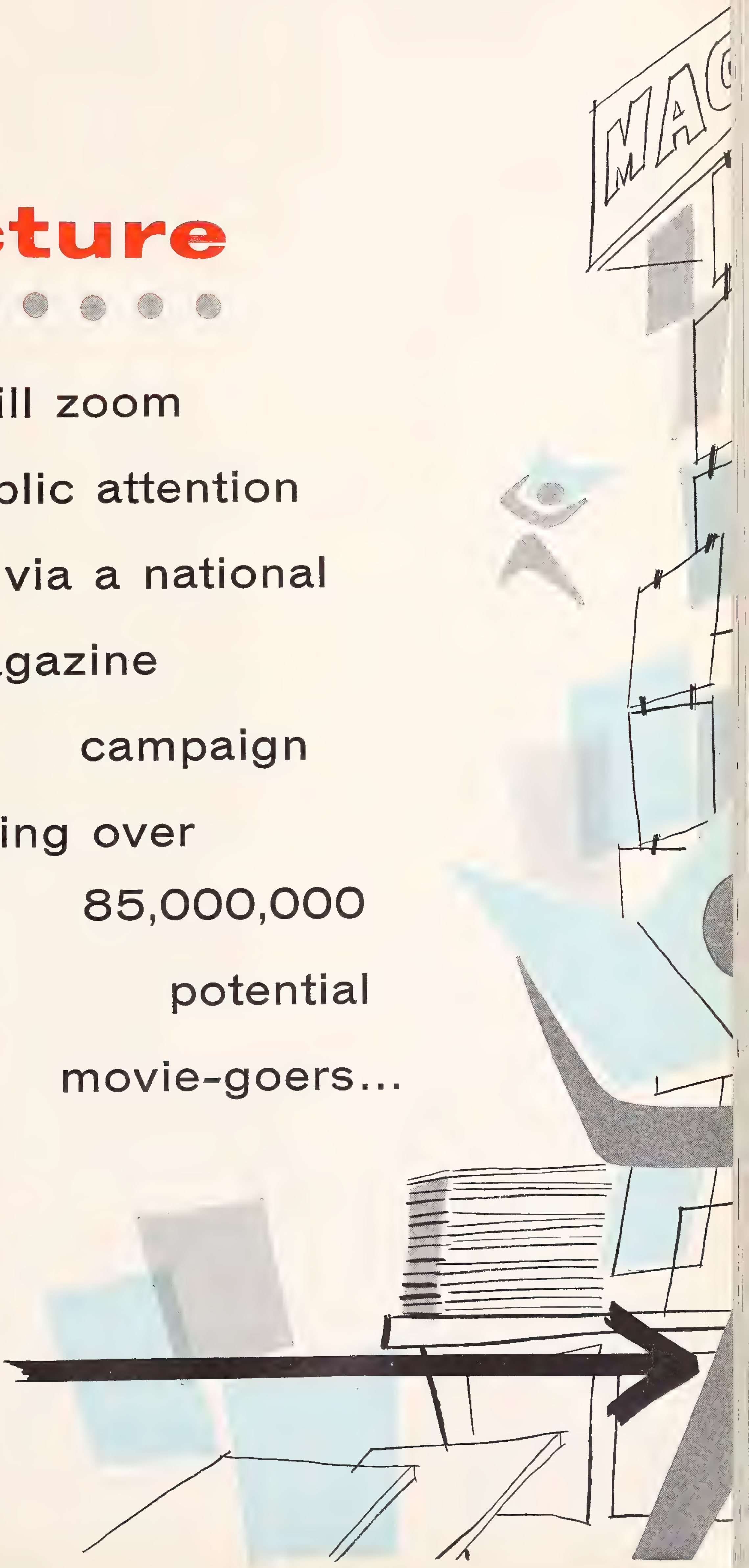


what picture

will zoom
into public attention
via a national
magazine
campaign
hitting over
85,000,000
potential
movie-goers...





"**picnic**" is the picture that over
85,000,000 potential movie-goers
can read about in the
nation's top magazines,
including LIFE...LOOK...
COLLIER'S...AMERICAN
...COSMOPOLITAN...REDBOOK...
SEVENTEEN...and every
major consumer motion
picture publication!

COLUMBIA PICTURES presents

WILLIAM HOLDEN

IN

picnic

WITH

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

AND
CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH · Based upon the play Picnic by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN

Directed by JOSHUA LOGAN   Produced by FRED KOHLMAR

CINEMASCOPE
TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

Printed in U.S.A.

EVIEWS:

he Day the World Ended

merican Releasing Corp.

HOLLYWOOD, Jan. 15.

OR THE science-fiction devotees, this lm has as its background a world evastated by atomic bombs. Pro- uced and directed by Roger Corman r executive producer Alex Gordon, offers Richard Denning, Lori Nel- n and Adele Jergens as the princi- al players and selling names. The ript is by Lou Rusoff, as is that of The Phantom from 10,000 Leagues," nother American Releasing Corp. at- action that is being paired with this ne in some territories to make up all-science-fiction program.

"The Day the World Ended," lmed in SuperScope, opens at the d of atomic disasters which have epopulated the world, save for seven eople who arrive singly at a moun- ined-sheltered home where a scien- st, foreseeing the depopulation, has repared reserve supplies to maintain is daughter and himself until life ay again be made possible else- here in the world. The seven go rough expectable situations and mplications, but the over-all terror an ape-like mutant, produced by omic radiation, which stalks the rest but is destroyed, finally, by a infall in which it cannot survive.

The story is properly implausible, e action is overslowed, as if for the venile comprehension on which the lm may depend for main revenue, d the impact is less than the es- ntial merit of the basic idea would ggest.

Running time 80 minutes. General lassification. For January release.

WILLIAM R. WEAVER

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HE "TITLE ROLE" in this science- ction feature is played by a monster hich stands guard at sea bottom ver a uranium deposit so powerful at it sends a shaft of light up rough the water. The script is by ou Rusoff, as is that of "The Day e World Ended," another American eleasing Corp. attraction that is be- g paired with this one in some ter- tories to form an all-science-fiction rogram.

The sea monster of the film is the bject of research conducted by an ceanographer off the coast of Cali- rnia. The creature is killed by a umber of fishermen and skin divers efore the monster's creator, who has roduced him by a process of atomic utation, blows it to bits. U. S. and ther agents, including local police, ave had a hand in the story before his termination.

The pace is slow, as if in consid- ration of the probability that the ilm's destiny is the science-fiction ringe, but the story line is kept clear and there is proper relationship between cause and effect.

Principal players in the production are Kent Taylor, Cathy Downs and Michael Whalen. Jack and Dan Milner produced, with the latter directing.

Running time, 80 minutes. General classification. For January release.

W. R. W.

NYC Council Rules Committee to Deal With Toll-TV on Thursday, Merli Says

First action on the proposal that New York City officially oppose subscription television will be taken by the rules committee of the City Council on Thursday, Councilman John J. Merli, committee chairman, declared here.

Council president Abe Stark's resolution on pay-TV, which was introduced in the City Council early last Fall and which recommends official opposition to toll-TV, will be considered on Thursday, Councilman Merli said, adding that "in view of the controversial nature of the matter, I am almost certain that a public hearing on subscription television will be held."

It was indicated by a representative of the Committee Against Pay-TV that a public hearing on toll-TV would be held here in late January or early February and that many organizations and individuals who have gone on record in opposition to pay-TV would appear at these hearings.

The National Collegiate Athletic Association at its meeting in Los Angeles last week named a committee to study the possibilities of subscription television.

Schine, Distributors Named in Trust Suit

ALBANY, Jan. 15. – A $600,000 anti-trust action, for a supplemental damage period, has been filed in U.S. District Court at Utica by St. Lawrence Investors, Inc., operating the American in Canton, against the Schine theatre interests of Gloversville and eight major distributors.

The complaint, prepared by attorney Leonard L. Rosenthal, of Albany, charges that since October, 1950, plaintiff has been damaged by monopolistic practices, on which an injunction is demanded. It alleges that the distributors have favored the Schines in releases for the Strand at Ogdensburg.

Based on 1956 Law

The suit was brought because a federal law making the statute of limitations a uniform four years, became effective Jan. 7, 1956. St. Lawrence Investors had initiated another anti-trust action, still pending, against Schines and the distributors, in 1951. The new complaint covers the period from Oct. 19, 1950, to Jan. 5, 1956, and asks damages of $200,000 trebled. Named defendants are: Schine Chain Theatres, Inc., Schine Enterprises, Schine Service Corp., J. Myer Schine and Louis L. Schine; likewise, Columbia, 20th Century - Fox, Loew's, Paramount, RKO, United Artists, Universal and Warner Bros.

The first action was scheduled for Jan. 16, but was postponed.

Monroe Buys 'Prince'

"The Sleeping Prince," by Terrence Rattigan, has been acquired by Marilyn Monroe Productions, Inc., as its first independent production, it was announced by Milton H. Greene, vice-president of the corporation.

Five More Anti-Trust Suits Filed in Atlanta

ATLANTA, Jan. 15.—Five anti-trust suits, seeking damages totaling $7,200,000 have been filed by film industry companies in U. S. District Court here. Four earlier suits, all filed in August, have not yet been decided.

A number of concerns engaged in distribution here are defendants in a suit filed by C. A. Adams, representing the Lakewood, Avon, American and Memorial theatres here, asking $1,000,000 on each of three counts.

Mr. and Mrs. John Carter, owners of the Brookhaven Theatre here, have requested judgment of $4,000,000 of the same defendants on the same three counts. Defendants are charged with monopoly and with suppressing competition.

Three Ask $3,000,000

Suits also have been filed by the Buckhead Theatre Co., which seeks $1,500,000; the Garden Hill Theatre Co., which asks $900,000, the theatres being owned by Mr. and Mrs. John Carter, and the Jet Drive-In Theatre, of Montgomery, Ala., which claims damages of $600,000.

These actions, as do the ones filed earlier, charge the defendant motion picture film companies with "conspiracy to monopolize the exhibition of motion pictures." All are filed under the Sherman and Clayton anti-trust acts. Defendants in the suit filed by the Buckhead and Garden Hills theatres are the same as those in actions filed earlier by operators of the Avon and Brookhaven theatres.

75 Lincoln Birthday Dates for 'Goodman'

Universal-International's "The Benny Goodman Story," which will have its world premiere at the Chicago Theatre in Chicago on Feb. 2, has been booked into more than 75 situations for the Lincoln's Birthday holidays, it has been announced by Charles J. Feldman, vice-president.

The dates which have already been set include the Capitol in New York; Harris, Pittsburgh; Madison, Detroit; Memorial, Boston; Majestic, Dallas; Majestic, Houston; Majestic, San Antonio; Worth, Fort Worth; Keith's, Washington, and others.

USIA Films

(*Continued from page 1*)

and in combating Communist propaganda abroad.

The agency's International News Review, "Our Times," grew especially in popularity in the past 12 months, the report said. The news review is now being distributed in 83 counties, compared with 69 a year ago, translated into 31 languages, and is distributed through all of the 210 film centers and 336 mobile units the agency operates abroad. In addition, Shelton said, commercial theatres in 14 countries requested the newsreel in 1955, compared with only four countries in 1954.

Praises the Industry

Shelton commended the motion picture industry for helping U.S.I.A. by distributing some agency films through theatrical channels overseas. "This cooperation has increased considerably our film distribution abroad and has enabled us to achieve a wider audience than in preceding years," he said. He recently revealed that he hoped to step up theatrical distribution during the coming year.

Completing Plans for Okla. Convention

Special to THE DAILY

OKLAHOMA CITY, Jan. 15. – Board of directors of United Theatres of Oklahoma is completing plans for its first annual convention which is scheduled for Feb. 7-9 at the Skirvin Hotel here.

Twentieth Century-Fox's CinemaScope 55 will be demonstrated on the morning of the first day. All the speakers have not yet been confirmed but the majority of them will be confined to operators in small town situations. Robert Walker, of the Unitah Theatre, Fruita, Colo., who participated in several of the MGM Workshop sessions, will be among them.

First New House in Decade by Cooper

Cooper Foundation Theatres will build its first new house in 10 years, Pat McGee, assistant to general manager Kenneth Anderson, said here at the weekend. Construction will start in the Spring in Greeley, Colo., on a 1,000 seat, one-floor theatre.

Cooper now operates the Sterling in Greeley, but the lease on the property will expire in four years, McGee said.

Miami Drive-In Files Anti-Trust Suit Here

No specific amount was asked in an anti-trust suit filed in New York Federal Court by Miami Drive-in Theatre, Inc., Miami, Fla., against eight major companies, and American Broadcasting-Paramount Theatres.

The plaintiff charges discrimination in favor of competitive theatres in obtaining earlier runs.

PEOPLE

Olin H. Clark, eastern story editor of M-G-M, has again accepted the chairmanship of the motion picture division of the New York City Cancer Committee for the 1956 Cancer Crusade.

◆

Ralph Amacher has been elected president of the Motion Picture Association of Greater Kansas City. Other officers chosen are: **William Gadoni** and **Harry Gaffney**, vice-presidents; **M. B. Smith**, secretary, and **Ed Hartman**, treasurer. **Amacher** is branch manager for United Artists.

◆

John McKay, former manager of the Fox-Paradise Theatre, Milwaukee, has been promoted to assistant booker, at the main office of Fox-Wisconsin Amusement. **Boris Sodos** has been promoted to manager of the Paradise. He formerly was assistant manager of the downtown Fox-Palace.

◆

Estelle Steinbach, manager of the Fox-Garfield Theatre, Milwaukee, has been named chairman of the Mothers' March of Dimes campaign of Milwaukee County.

See 'Scope 55 as Aid Abroad

(*Continued from page 1*)

theatre construction and conversions abroad," said that the foreign market was offering the industry "an opportunity to surpass domestic grosses."

Revealing that at present the foreign market contributes 47 per cent of the over-all 20th-Fox gross, Silverstone stated that "the increased business overseas for American companies is dependent upon three factors. They are the growth of the exhibition industry, revisions of low admission prices in many countries and continued good product."

16,000 Now Equipped

The scope of the overseas market, based on the ever increasing number of new theatres, is leading to a point where foreign grosses will surpass domestic grosses in all companies, Silverstone said. He said that much credit for the growth in the number of theatres abroad is "due to the introduction of CinemaScope." Silverstone said that at present there are over 16,000 theatres equipped for CinemaScope abroad and estimated that 22,000 houses will be equipped for the medium by 1957.

The fewer films which are produced by American companies still attain big grosses due to the public's taste for good entertainment, Silverstone said. The public abroad likes its entertainment in nice places and this also stimulates theatre construction, he said. "Good product bring on better theatres which bring on better attendance."

Another factor which must be reckoned with abroad is the low theatre admission prices in many countries, he said. "If these prices could be increased slightly, American film grosses, plus native film grosses, would increase sharply," he added.

Commenting on 20th-Fox's foreign theatre holdings, Silverstone said that with the acquisition of the Schlesinger theatre holdings in Africa, the company "will own and operate several hundred theatres abroad." He said that a complete finalization of the 20th-Fox-Schlesinger deal is expected shortly.

Drive-in Growth Slow

In reply to a question concerning the growth of drive-in theatres in the foreign market, Silverstone stated that this type of theatre operation would not grow as rapidly abroad as in the domestic market due to the small number of people in many countries who own automobiles. He said that as far as he knows there are less than 10 drive-in theatres around the world. Silverstone pointed out, from memory, that one drive-in is in Australia, one in Panama, and four in Africa.

Houston Exhibitors In Delinquency Fight

HOUSTON, Jan. 15.–Houston Independent Theatre Association went on record with two resolutions in support of plans of George Marquette, councilman-at-large, in his fight against juvenile delinquency.

Marquette was the speaker at the January meeting. He was invited by president Lowell Bulpitt to advise the theatre men on possible ways to combat trouble with teen-agers in theatres, brought to a head recently by near-disastrous firing of firecrackers.

One resolution, to be presented to the council by Marquette, recommends raising the fine for such actions from $25 to $200 or $300. Another recommends Marquette's plan for a "drag strip" for hot-rodders. Epsom Drive-In's Willie Radcliff offered use of land for such strip. He was appointed chairman of a committee to work with Marquette, representing the group. Other members are Fred Cannata, Uptown Theatre; Homer McCallon, Loew's State; and Karl Stroud of King Center Twin Drive-In Theatre.

Set ARC Duo in N. E.

James Nicholson, president of American Releasing Corp., has announced here that ARC's Boston representative Joseph Levine had set "Day the World Ended" and "Phantom from 10,000 Leagues" to open in 100 theatres in the Boston and New England territory on Jan. 18, backed by a $30,000 television, radio and newspaper campaign.

Seltzer Leaving H-L For Blowitz-Maskel

HOLLYWOOD, Jan. 15. – Walter Seltzer, veteran publicist and for the past two years vice-president of Hecht-Lancaster Corp. in charge of publicity and advertising, will join Blowitz-Maskel, independent public relations firm, on Feb. 15, as the third partner in the firm, simultaneously resigning the vice-presidency of Hecht-Lancaster, which then will become a Blowitz-Maskel-Seltzer account with Seltzer continuing to service the company as in the past.

Prior to joining H-L, Seltzer had been in charge of Hal B. Wallis publicity for 10 years, and had been associated with Fox West Coast, M-G-M, Warners and Paramount before that. William Blowitz and Magdalene Maskel, both widely experienced in studio publicity, formed Blowitz-Maskel in 1949 as an independent publicity office which handles both motion picture and commercial accounts, including Matson Navigation, California Fashion Creators, Panavision, Stanley Kramer Productions, Horizon Productions, many others.

French Parleys Here

Robert Cravenne, general delegate of Unifrance, and Jacques Flaud, general director of the French National Center of Cinematography, are expected to arrive here this week from France for conferences with Joseph Maternati, director of the French Film Center in New York.

Hotel Operators Buy Orpheum in K. C.

KANSAS CITY, Jan. 15.–The Orpheum Theater building, including a 15-foot joint easement shared with the Club Garage, south of the theater, has been sold by Fox-Midwest Theaters, Inc., to the Trianon Hotel Co., operators of the Hotel Muehlebach.

In announcing the transaction, Richard P. Brous, president of Fox-Midwest, said his company will continue to operate the theater under a lease, reported to be of one year, and will present both motion pictures and stage shows.

The hotel company, president Barney L. Allis said, purchased the theater property as an investment. However, the firm is studying the possibility of remodeling the interior of the theater for additional catering, private dining rooms and exhibition space.

Re-Book 'U' Film on Brinks Theft Theme

"Six Bridges to Cross," Universal film based on Joseph Dineen's version of the Brinks robbery in Boston, was re-booked in that city, Providence and Lowell, Mass., shortly following the F.B.I. announcement last week that the unprecedented crime had been solved.

Universal reports many requests for the film from exhibitors in other parts of the country from Coast to Coast.

Anslinger

(*Continued from page 1*)

private showing of "The Man witl the Golden Arm," the United Artist film recently denied a Code seal, anc he also saw a United Artists traile in which producer Otto Preminge blasts Anslinger for opposing thi film.

The narcotics chief would no comment directly on the film nor th trailer. However, he did say that " still think the motion picture Code a it now stands is proper."

Officials of a Senate Judiciar Subcommittee studying juvenile de linquency and of another subcom committee studying narcotics sav the film last week, it was learned, a the Motion Picture Association's pri vate theatre, the Academia. MPA officials said the Congressional staff requested to see the film and tha MPAA felt it had to oblige, eve though the film did not have Cod approval.

$22,500,000 Budget

(*Continued from page 1*)

during the first six months of 195

O'Shea, who went to New York f the holidays, following weeks of ke production planning at the studi will resume his top-level conferenc immediately regarding addition forthcoming RKO motion picture pr duction for the latter part of 195 with Charles L. Glett, executive vic president, and William Dozier, vic president in charge of production.

O'Shea announced that a secon group of quality motion pictures wi a budget comparable to the 11 a ready announced will be made by th new RKO management in the futur Additionally, the RKO president sta ed that the consummation of agre ments with two top independent pr ducers will be made shortly.

The 11 RKO productions, budget at $22,500,000 and previously a nounced, are:

"The First Traveling Saleslady "Back From Eternity," "Tension Table Rock," "Beyond a Reasonab Doubt," "Stage Struck," "A Bund of Joy," "A Farewell to Arms "Misty," "The Syndicate," "Ca McCall," and "Is This Our Son?"

Reelect Greenberger Cleve. Assn. Head

CLEVELAND, Jan. 15. – Hen Greenberger has been reelected pre dent of the Cleveland Motion Pictu Exhibitors Association for a thi term. He was reelected by acclam tion as were also vice-president J Rembrandt, treasurer Ted Verm and secretary Louis Weitz.

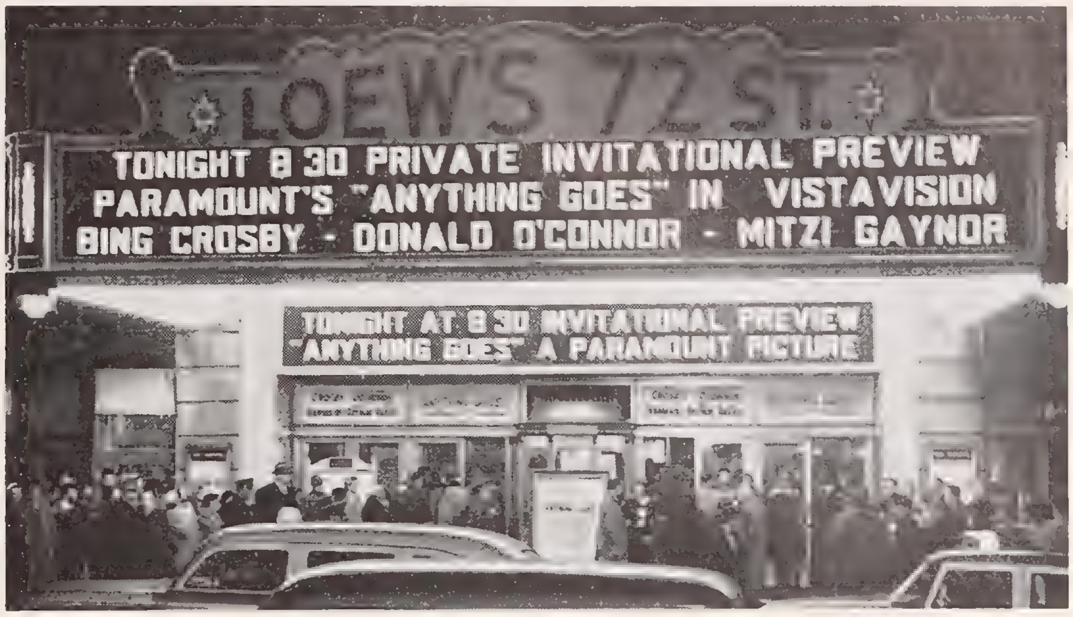
Guests of the association at a bu fet luncheon that preceded the bu ness meeting were 12 common ple and municipal judges, city law d rector Ralph Locher representi Mayor Anthony J. Celebrezze wh was unable to attend; Frank Murph Loew theatre division manager; torney Jerome Friedlander; critics Ward Marsh of the "Plain Deale and Arthur Spaeth of "The News

"Anything Goes" in Trade Bow

NEW YORK and all 31 other branch cities last Friday evening had special single-theatre previews of Paramount's "Anything Goes" for exhibitors, distribution executives and representatives of the press, radio and television. The scene in New York was Loew's 72nd Street Theatre, which took on the appearance of a world premiere showcase for the trade unveiling of this, one of Paramount's most lavish offerings of 1956.

It was Friday, the 13th, but it turned out to be a lucky evening for Paramount—and for everyone who attended. Seen in the photographs on this page are some of the 2,600 persons who attended the New York preview of the Bing Crosby-Donald O'Connor-Jeanmaire-Mitzi Gaynor starrer.

Paramount took over the entire Loew's 72nd Street Theatre and a selected theatre in each of the other branch cities for Friday's simultaneous nationwide showings. Admission to all the previews was by invitation.


LOEW'S 72 ST.
TONIGHT 8 30 PRIVATE INVITATIONAL PREVIEW
PARAMOUNT'S "ANYTHING GOES" IN VISTAVISION
BING CROSBY - DONALD O'CONNOR - MITZI GAYNOR
TONIGHT AT 8 30 INVITATIONAL PREVIEW
"ANYTHING GOES" A PARAMOUNT PICTURE

vid Schine (left), of the prominent family of circuit owners, arrives escorting Miss Laura
in. At the right are Spyros S. Skouras, president of Skouras Theatres, and Mrs. Skouras.
the center are Hugh Owen, vice-president of Paramount Film Distributing Corp., and
s Alma Knight.

Barney Balaban, president of Paramount Pictures, seen in the lobby of Loew's 72nd Street Theatre with Mrs. Balaban.

er Grimm (left), prominent New York business man, and Mrs. Grimm,
ive with Edwin L. Weisl, a director and member of the executive
mittee of Paramount Pictures, and Mrs. Weisl.

Sidney Deneau (right), Paramount executive in charge of Western sales, greets William J. Heineman, vice-president of United Artists Corp., and Mrs. Heineman in the theatre lobby. *(Advt.)*

Columbia

(Continued from page 1)

vide specialized handling for foreign product in the domestic market, is now seeking to acquire more films," Kingsley said. "My trip abroad is to take a look at the product of France and to see which important films could be launched in the U. S. and then turned over to the Columbia domestic sales department."

Edward Kingsley

Kingsley's division has already put "The Prisoner," a British production, into domestic distribution.

MBS Will Broadcast 'Conqueror' Debuts

The Paris, Berlin, Rome and London premieres of Howard Hughes' "The Conqueror" are to be specially covered by Mutual network broadcasts this month and next. These special programs will be heard Jan. 23, 30, 31 and Feb. 3, each aired from 10:15 to 10:30 p.m., NYT.

Each broadcast will present descriptions by Ed Pettitt of MBS.

Tax Changes Study Starts Next Week

From THE DAILY Bureau

WASHINGTON, Jan. 15.–A House Ways and Means Subcommittee studying technical excise tax changes will start executive session work early next week, chairman Forand (D., R.I.) announced.

The subcommittee wound up its hearings on Friday. Forand said he hoped the subcommittee could have its report, with recommendations for excise tax law changes, in the hands of the full committee by the end of the month.

N. Y. Film Directors To Strengthen Unit

New York film directors have renewed efforts to establish a strong professional organization, based on expanded television and commercial film production in the east, and will seek recognition for their group from local film producers, the guild announced.

At an initial meeting attended by some 40 local film directors, a committee on information was formed, headed by Howard Magwood, TV director. The findings and recommendations of this committee will be reported at the group's next meeting called for Thursday.

Bernhard Smith V-P Of Rossen Company

Robert Rossen, now in London for the final cutting and scoring of "Alexander the Great," announced that Bernhard Smith had joined his company as a vice-president and producer.

The appointment of Smith is the initial step in an expanded production program for the company in which two pictures a year for the next five years are planned, Rossen said. Smith has been executive assistant to Harold Hecht and Burt Lancaster and previously held executive studio posts with Samuel Goldwyn and Paramount.

Reed Not to Run for House Reelection

WASHINGTON, Jan. 15. – Rep. Chauncey Reed (R., Ill.), ranking G.O.P. member of the House Judiciary Committee, said he would not run for reelection.

The Judiciary Committee handles all anti-trust legislation in the House. Reed was chairman of the committee during the last Republican Congress, and would be again if the Republicans won control of the House and he ran for reelection. His decision not to run puts Rep. Keating (R., N. Y.) in line to be the top Republican on the committee next year.

Previews

(Continued from page 1)

York, were taken over by Paramou
for the previews. Admission was b
invitation.

Circuit executives, film buyers, i
dependent exhibitors, executives of a
distribution companies and produ
tion representatives made up the n
tional audience from the industr
Barney Balaban, president of Par
mount Pictures, was joined by pres
dents of other distribution compani
at Loew's 72nd Street, which took

the appearance of a showcase on
"gala" first-night. Celebrities in t
entertainment and publishing fields
well as leaders of business and i
dustry were on hand for New Yor
"Anything Goes" preview.

Paramount's promotion campai
on the picture moved into high ge
with the holding of the special p
views. National and local opinio
makers in large numbers attended t
32 showings.

**Bing Crosby's voice was channell
into Loew's 72nd Street Theatre he
Friday night via long distance tel
phone just prior to the preview sho
ing of "Anything Goes." The stu
came as a surprise to the big au
ence. Crosby chatted about the pi
ture and singled out several membe
of the audience for a few words.**

My Sincere Thanks

TO ALL TELEVISION EDITORS, COLUMNISTS AND CRITICS

George Gobel

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

umbia's Way

lumbia Pictures, which per- has shown other major Holly- studios how to make good in ision film production, may also lrawing up the pattern by h her more cautious sisters see their way clear to releas- specially selected product to V market. Columbia, through Screen Gem subsidiary, will le the renting of 104 of its films, will be able to control theatrical and TV schedules hose films and will, of course, it materially more, if perhaps a longer period of time. Fri- came word that Republic, h already has sold quantities s low budget features to TV ght, was following the Colum- vay and making available 76 budget" features, valued by company at $40,000,000, for renting through its TV sub- ry, Hollywood Television Ser- Allied Artists is doing the . (See page 11.)

w Era

new era in mass merchandis- is ahead for American retail- in the opinion of Frank M. m, RCA president, address- he National Retail Dry Goods ciation, in convention in New last week. The threshold is television, he said, and was ided by Robert A. Seidel, ex- ve vice-president, RCA Con- r Products. It was all in con- on with an RCA-NBC closed it color TV demonstration on 's potentiality for retailers. demonstration was smartly d "Wide Wide Window," com- from NBC's Colonial theatre, e Hotel Statler, and was pro- l by NBC Telesales, Charles ly, vice-president in charge. as a fashion plus and brightly tive conception and undertak- and served also to announce a program, Window, to be avail- on NBC-owned TV stations nning February 13, designed lepartment stores. It will be a minute shopping program, and like a hot local item.

o's A-Scared

ut of Chicago and Zenith o Corporation's Ted Leitzell quick-like last week a denial the recent sale of 740 RKO ires to TV would hurt Phonevision, Zenith's toll-TV system. He claimed that these are old films, that subscription television would show new films at home, and reiterated certain of the now time-honored arguments previously poured out by toll-TV exponents.

No Head

▶ WROW-TV, Albany, N. Y., will become a primary affiliate of the CBS Television Network, effective February 1, says Herbert V. Akerberg, CBS vice-president in charge of station relations. He cites the UHF station having generated enough set conversions in the one year of its connection with CBS Television as a limited alternate affiliate justifying the primary affiliation.

Festival

▶ A couple of adjectives like "unprecedented" and "unique" for once in a publicist's life seem to be justified by the announced plans for NBC-TV's Producers Showcase, Monday, January 30, when a "Festival of Music" will present 10 of the world's "top opera and concert artists". The 90-minute color Spectacular will have Charles Laughton as its master of ceremonies. Even if the "ten top" is open to question, the program offers a splendid opportunity for TV to do itself lots of good. Culture doesn't come in buckets, but this kind of thing does no harm.

Credits Rhubarb

▶ The lay press has been devoting a good deal of supplementary space recently to the ever-lengthening TV credits at the end of shows. It seems to be a needless rhubarb. Though essentially harmless, it may have the virtue of making the public a little more conscious of the individual credits. Considering the amount of work which goes into any show, by armies of skilled and talented people, it's not really too much to list their names in that last fleeting moment. There is nothing quite so ephemeral as a TV show. These people deserve any split second of identified fame they can get.

Always Working

▶ Press agents never sleep. They just dream themselves into unconsciousness. Received last week from CBS Television was a communique which only falls slightly short of requiring an editorial stand. It purports to quote Harry Salter, producer-director of "Name That Tune," on some general observations about the contestants on that show. Mr. Salter, according to his publicity department, obviously is not one to dodge a generalization if one is at all possible: "Latins have an advantage because they're impulsive. . . . Engineers, lawyers and accountants don't fare too well because they're naturally cautious. . . . Rarely does an Oriental want to get on the program because his inner sense of dignity makes him too inhibited. . . ." Indeed!

Symposium

▶ A sixth Government-industry technical conference designed "to promote continued improvement in the quality of electronic components and to disseminate data on new production techniques" has been scheduled in Washington, D. C., May 1-3, 1956. The theme is "the appraisal of accomplishments and the examination and reaffirmations of objectives" in the electronics components field.

A Good Name

▶ The Fund for the Republic, which earlier announced a series of cash prizes for the best television dramas and documentaries dealing with civil liberties, recently gave those prizes a very good name: the Robert E. Sherwood Awards. Eligible for awards are shows telecast any time between October 1, 1955, and May 31, 1956. Incidentally, the Fund, which has been the subject of some controversy, is getting itself a mighty respectable list of famous jurors.

In Our View

THE basic fact that television comes straight into the home with strong visual and audio impact gives the medium a unique ability to exert a powerful influence on public thinking. It is conceivable that in particular instances the public thus aroused could be the deciding factor in bringing about official action.

An interesting and significant case in point comes to attention in the perhaps not astonishing success enjoyed by the filmed television program, Confidential File, the brain child of Paul Coates, Los Angeles newspaperman, and produced by Guild Films. The comparatively new program, which in documentary fashion, focuses a literal spotlight on various economic, social and moral problems facing the nation today, established itself as of major audience-holding caliber by rating as among the top three among film syndication shows in the annual poll of TV editors and writers conducted by "Television Today" and "Motion Picture Daily" for "Fame," announced last week.

Reub Kaufman, the energetic president of Guild, reported recently that in excess of 200 civic groups of one sort or another had asked for private showings of certain of the subjects, while even members of Cabinet and Congress have expressed interest in the program and its revelations. Mr. Kaufman is right when he says the show combines dramatic intensity and civic values. There goes with that state of things, however, a responsibility that under any and all circumstances the producers exercise care that the presentations, as with all others of its type, be of the highest type, a plateau which for the most part this particular show has maintained.

—*Charles S. Aaronson*

Passing in Review

REVIEWING THE LAY REVIEWS sometimes can be almost as much fun as the show itself. NBC-TV's Producers Showcase repeat of "Peter Pan" last Monday night charmed an estimated 55,000,000 to 60,000,000 Americans and beguiled at least two New York critics into fairly vulnerable positions. Jay Nelson Tuck, critic of the New York *Post*, commented gravely that Barrie's work was based on the totally false premise that childhood was a pleasant time of life, at the same time reading into Peter's gay credo, "I Wont Grow Up," Freudian implications of a desire to return to a pre-natal state.

Jack Gould, of the New York *Times*, on the other hand, was bestowing bouquets with abandon, in the course of which he announced—with the omniscience that only writing in the *Times* can give—that Cyril Richard as Captain Hook had cavorted about the stage enjoying himself "hugely." Questioned about this later, Mr. Richard said tersely that he had hardly enjoyed himself hugely. He had a broken toe.

A glance at various film series last week showed that NBC-TV's William Bendix (January 6) is continuing to make his comic mug a thing of good cheer; that ABC-TV's Ethel & Albert (January 6) still are among the few performers who believe that TV comedy grows out of life, and not vice versa, and that the writers of CBS-TV's "Its Always Jan" (January 7) are in desperate need of ideas.

Live television last week, while never quite reaching the sublime, did in one or two cases approach the ridiculous. Liberace smiled through half of Ed Morrow's CBS-TV Person to Person (January 6), but was neatly balanced by Morris Ernst. NBC-TV's George Gobel and Elsa Lanchester (January 7) came up with a very funny sketch about one Tootie Flimbone. Also January 7, Goodson-Todman premiered a noontime panel show for kiddies, "Choose Up Sides," with Gene Rayburn the able, patient moderator. Elsewhere in the week:

CAMERA THREE: "Crime and Punishment," Part VII, WCBS-TV, ½ Hour, 11:30 A.M., EST, Sunday, January 8, 1956. Live. Sustaining.

The price of air time being what it is, WCBS-TV's sustaining Camera Three, one of the most intelligent (if not always most exciting) shows on the air, comes on at a Sunday morning hour that requires a certain amount of dedication and principle on the part of the viewers. The effort, nevertheless, is well worthwhile. In its varied subject matter, its staging, lighting and abstract aim, "Camera Three" must be classed as one of the top dramatic programs on the air. The quality of the acting varies and individual sequences are occasionally too literary for the visual medium—judged strictly as TV entertainment. However, judged on its own terms, it is always provocative. This was especially true of last week's show, part seven in an eight-part adaptation of Dostoyevsky's "Crime and Punishment," devoted solely to a cerebral cat-and-mouse interview between Inspector Porfiry and the student-murderer Raskolnikov. This particular episode required just two actors to hold the barren stage for something only slightly less than 30 minutes, which would be a challenge to the most experienced actors with the most dramatic of texts. That it held the viewer, once or twice with spellbinding effect, is a credit to all concerned, not the least of which are Robert Herridge, producer-adaptor, and Francis Moriarty, the director. It is thus great good news that the show, which is produced as a public service by WCBS-TV and the New York State Education Department, next Sunday, January 22, makes its debut on the CBS network. First program: an adaptation of Dostoyevsky's "The Dream of a Ridiculous Man."

CIRCLE THEATRE: "Ward 3: 4 P.M. to Midnight." NBC-TV, 1 Hour, 9:30 P.M., EST., Tuesday, January 10, 1956. Live from New York. For Armstrong Cork Company.

The Armstrong Circle Theatre's documentary technique here offers for television what might be described as "a night in the life of a New York hospital." In this instance St. Luke's is the setting, Mary Fickett is the nurse in charge of the ward involved, Patricia Collinge is the cantankerous, prejudiced nuisance patient, and Philip Abbott is the resident doctor. The technique is most expertly employed, aided immeasurably in the over-all effect by the intelligent and dramatically effective script by Phil Reisman, Jr., and the production and direction of David Susskind and Paul Bogart, respectively. A highlight of intent suspense is achieved in the handling of a pain-wracked cardiac emergency with calm efficiency by nurse and doctor. Performances are high quality, and a slightly too sumptuous "ward" setting may be forgiven. John Cameron Swayze adds a further note of authenticity as narrator. It was a Talent Associates production.

NBC MATINEE THEATRE: "All the Trees of the Field," NBC-TV, 1 Hour, 3 P.M., EST, Wednesday, January 11, 1956. Live, compatible color, from Hollywood. For participating sponsors.

Executive producer Albert McCleery Wednesday scored a *coup* of sorts when Matinee Theatre telecast live, and in color Silvia Richards' "All the Trees of the Field" in its entirety from location in the San Fernando Valley. Technically, it was a stunning production, as smooth as any studio show. The outdoor color, a very sometime thing as the World Series telecasts proved, was as beautiful as the best color film and at all times under the control of the engineers. A new area of activity for live TV drama thus is being explored and the possibilities are endless—such as the insertion of live location segments into studio-originated live dramas. There also are some pitfalls to be kept in sight: the negative fact that the excitement of live TV drama does not necessarily require the thorough realism of location production, and the danger of sacrificing dramatic entertainment for the background scenery. Since the Wednesday telecast was experimental in nature, there is no reason to carp by saying the script was light on dramatic values. The location production, however, did give some guts to the story of an old man who loved his verdant land and fought his family and the elements to keep it. James Bell was seen as the old man and Melinda Plowman was particularly good as his sensitive granddaughter. Alan Neuman was the enterprising producer and skilled director. It was an arresting view of the American Scene.

HALLMARK HALL OF FAME: "The Corn Is Green." NBC-TV, 1½ Hours, 4 P.M., EST., Sunday, January 8, 1956. Live from New York. For Hallmark Cards.

The notable Emlyn Williams play, made a theatrical landmark in New York by the performance of Ethel Barrymore, comes now to television, under the aegis of Maurice Evans. With George Schaefer directing a TV adaptation by Arthur Arent, and an outstanding performance by one of the American stage's great ladies, Eva LeGallienne, "The Corn Is Green" becomes likewise something of a landmark in the new medium. dramatic intensity of this stor the English woman who seek bring education to the young Welsh mining town at the tur the century is only in the sligh degree lessened by the basic strictions of the medium. As young miner for whom the tea sees a bright future, and whose bellion is only just in time tu into cooperation, John Kerr o a fine and sensitive performa In most competent support Carmen Mathews, Melville Coo Joan Lorring and Gwilym Willi in particular. To all, a bow f fine job.

NBC COMEDY HOUR: (premi NBC-TV, 1 Hour, 8 P.M., Sunday, January 8, 1956. from Hollywood. For particip sponsors.

Here is a situation that br to mind the old show busi cliche about the comedian wants to play Hamlet, only in case it's a "Hamlet" of a time (Sunday, 8-9 P.M.) that wan play comedy. After much searching and scuttling of the gate Comedy Hour, NBC has up with another comedy-va show which in last week's pren simply looked like more of same so-so material. Admitt NBC is out to cut into Ed S van's fabulous CBS ratings instead of offering the viewer sort of contrasting material, tinues the battle with a sir format and with stars (with sional exceptions) which r quite measure up to the statu Mr. Sullivan's guests. It isn't you know; it's who you know can get on your program. Durocher, whose roots are where, but who was maste ceremonies on this first show, an uneasy host to some tale people with ordinary mate Faring best were Bob and Ray Jonathan Winters, but the co lsewhere was random.

"TELEVISION ALMANAC" OUT

Quigley Publications' "International Television Almanac" made i initial appearance last week. Edited by Charles S. Aaronson, al editorial director of Television Today, *the "Almanac" includes t only authoritative "Who's Who" section for the industry. Virtual every important executive, performer and technician is included.*

Martin Quigley, publisher, says in a foreword, "The referen needs of the television industry now are such that they can best served by a separate volume. . . . This book is dedicated—as its a nual successors will be—to the artistic and commercial advanceme of the television industry."

The thumb-indexed sections into which the "Almanac" is divid represent a true cross-section of all the vital information of t industry. Included in the pertinent information are such items a Stations in the U. S. and possessions; Producers distributors programs, commercials, feature films and shorts; All network a syndicated programs; Advertising agencies; Station representative Networks; Manufacturers; Organizations, guilds and unions; TV Canada; TV in Great Britain; TV in the World Market; Indust statistics, and others.

The 700-page "Television Almanac," is priced at $5 per copy, a is obtainable by post-paid mail from Quigley Publishing Compa 1270 Avenue of the Americas, New York 20, N. Y. Bought in co bination with the "Motion Picture Almanac" the price is $8.50.

V FILM SUPPLIERS EAR FOR BIG YEAR

VINCENT CANBY

verybody in and around television is worried about the tremendous ount of filmed product that has become, and is becoming, available—rybody, that is, except the people most concerned, the major television ducers, distributors and syndicators. Last week these very interested ties were busier than they have ever been before, setting record budg- outlining ambitious schedules and predicting 1956 gross sales to top previous records.

seems quite clear that the re- "omnibus" releases to televi- of such bonanza proportions he RKO library, the cream of k product and those 11 top nick features, have done little lepress the TV film market. If thing, these theatrical acquisi- s seem to be spurring native producers on to greater efforts uality and diversification, one he results of which may soon cry in certain Hollywood stu- : "We kept our vaults closed long!"

mong the pace-setters is Screen ns, Columbia Pictures television subsidiary. Announced last k was a slate of 12 new half- r series, each of which "is in e production stage from first cept to scripts to casting to t film," plus a special filmed hology series, each to run 60 0 minutes, and drawing heavily unproduced properties of the ent studio. In addition, of rse, Screen Gems is handling release—for one-time national showing only—of a number of ial Columbia features.

◆ ◆

mong the 12 new series are currently shooting "Circus ," which last week was sold to C-TV and marking, incident- , the first time Screen Gems licensed a series directly to a work; "The Criminal Code," ed on a Columbia Pictures fea- e; "You Can't Take It with ," utilizing the characters of famous stage play; "I Shoot News," behind the scenes with ewsreel company "containing er banter for adult audiences." lso, "Mystery Writer's Thea- " with a different star each k in stories by top mystery au- rs; "Emergency," the human erest side of an emergency hospital and marking producer Bryan Foy's TV debut; "The Web," a new Goodson-Todman production utilizing the same format as the earlier series; "Tales of the Bengal Lancers," a Herbert B. Leonard production; "Prowl Car," crime series; "After Dark," to be filmed by Sheldon Reynolds in his bailiwick, which is Europe, an adventure series; "The New York City Story," Theodore Granik's controversial series from New York City files, and "Best Seller of the Week," dramatization of best selling books.

FROM MEXICO, TOO

MEXICO CITY: At least 300 *short films, designed for the local and foreign television markets, particularly that in the United States, have been announced for production here during* 1956 *by various Mexican producers. The old Cuauhtemoc studios, long idle, are being refurbished for the exclusive use of TV film producers who are expected to invest at least* $2,400,000 *in their special pursuits this year. The average cost per film is estimated at* $8,000 *in U. S. currency.*

To carry out this program, as well as that of its continuing shows, Screen Gems has set a budget of $12,000,000, which may go as high as $16,000,000. This compares with a 1955 budget of approximately $8,000,000.

At Guild Films, Reub Kaufman, president, is concentrating on consolidating his world wide sales organization, to which end he leaves for Europe January 28. In England and Germany he'll discuss co-production deals, and in Italy he'll be convincing Romans of the Liberace magic. Currently in production by Guild are (in New York) "The Goldbergs" and "I Spy" and (in Hollywood) "The New Liberace Show" and the successful "Confidential File."

In addition Guild has in preparation four entirely new shows. One will have a "superman-type character which will have appeal to both children and adults." The others will be a dramatic anthology series with guest stars, a musical program with format still to be decided, and another dramatic series having the Bible as its theme. Tentative budget for the four is $4,000,000.

TV Today

THE SALES presentation, as Columbia's Screen Gems sales chief, John Mitchell, at 21 Club in New York, describes some of the items and packages. He and Ralph Cohn, president, led the discussion.

At Television Programs of America the policy currently is one of lining up the leading independent producers in the field. Recently signed were Jack Guedel, to produce the dramatic series, "One False Step," Jack Chertok for "Tugboat Annie," and Don Sharpe for "Stage 7." The production budget on "Lassie," "Tugboat Annie," "Monte Cristo", "Fury" and "Stage 7" is approximately $4,970,000. The first four of eight new series are expected to be in production by Feb. 1.

◆ ◆

At National Telefilm Associates the big news last week was the acquisition of 25 more feature films, including product from Universal and United Artists and involving more than $1,000,000 in contracts and guarantees. This follows by one month NTA's acquisition of the 11 Selznick pictures. Ely Landau, president, has set a sales goal of $4,000,000 on these two packages alone, which bring to 283 the number of features in the NTA fold. In announcing the new acquisition, Mr. Landau commented that "top-rated films definitely are not in over-supply," adding that "we expect to conclude negotiations within the next 60 days for the acquisition of an additional 40 major film hits from one of Hollywood's most famous production companies."

At Interstate Television Corporation, subsidiary of Allied Artists, officials have entered the new year predicting a 1956 gross billing of more than $5,000,000, with that figure based on the 100 per cent increase in gross billings during 1955 over 1954. The company has just acquired the Bing Crosby Enterprise film catalogue consisting of "Counterpoint," "Royal Playhouse," and the Ken Murray show, "Where Were You?" In addition, Interstate has ready for distribution "26 high-budget color films" which were made by the parent company between 1948 and 1952.

At Ziv TV, John L. Sinn, president, looks to 1956 as the biggest year in the history of the company, in terms of sales and production. Total footage filmed is expected to exceed by 38 per cent the footage filmed in 1955, which was 3,227,418. On the new "Man Called X" series starring Barry Sullivan, Ziv mobilized its offices throughout the world to supply background footage and set the record-for-one-show budget of $1,667,000.

At MCA-TV, the syndication division is dropping five old syndicated series believed to have shot their bolt, for a total of 24 shows now in syndication. It is taking 39 of its 156 network "Treasury Men in Action" series for syndication. In March it is starting production on the second 39 of its "Soldiers of Fortune" series.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Who's Where

WILLIAM B. DECKER has been named sales manager and **ALF JACKSON** has been appointed operations manager of WBUF-TV, UHF television station in Buffalo, owned by NBC, it is announced by **CHARLES C. BEVIS, JR.,** general manager.

JAMES L. PRENDERGAST has been named TV program director at WSJS, Winston-Salem, N. C., it is announced by **JOHN COMAS,** WSJS Radio-TV general program manager.

THEODORE H. MARKOVIC, for the past two years supervisor of the NBC Film Library, has been named manager of the NBC Film Exchange Services, it is announced by **FRANK C. LEPORE,** NBC Film Division's manager of film and kinescope operations.

ANDREW L. HAMMERSCHMIDT has been elected vice president and chief engineer for NBC, **ROBERT W. SARNOFF,** president, has announced.

LEE BLAND has been named vice-president in charge of the broadcasting-production division at the Leo Burnett Agency, Chicago. **DAVID DOLE** has been appointed vice-president in charge of the broadcast business division.

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"The Film Doctors"
Rapid FILM TECHNIQUE, INC.
21B West 46th Street, New York 36, N. Y.

The Show-Makers

Carmen Mathews and **Joan Lorring** will appear in "The Older Sister," Alfred Hitchcock's dramatization of the Lizzie Borden murder case on CBS-TV January 22. **Robber C. Dennis** adapted the teleplay from a story by **Lillian de la Torre.** Director is **Robert Stevens.**

◆

James Whitmore stars as a prizefight manager in "The Big Payday," on Schlitz Playhouse of Stars, CBS-TV, January 20. In support are **Richard Crane** and **Janet DeGore.**

◆

David Niven and **Sir Cedric Hardwicke** will appear in a suspense drama, "Tunnel of Fear," on Singer Four Star Playhouse January 19, CBS-TV. **Roy Kellino** is director.

◆

Sydney Chaplin makes his TV debut on ABC-TV in "Carnival," a "Warner Bros. Presents" Kings Row drama. January 17 is the date. **Margaret Mahoney** and **Claire Kelly** will support him.

◆

Songstress **Dinah Shore** will be the star performer on NBC-TV's "The Chevy Show" January 17. This will be the first of two full-hour programs in which she will star.

◆

Jessica Tandy and **Hume Cronyn** will co-star in "The Great Adventure" on the United States Steel Hour January 18. The Steel Hour is produced by The Theatre Guild. Director is **Norman Felton.**

◆

"Star and Shield" will be Du Pont Cavalcade Theatre's presentation on ABC-TV January 24. Featured will be **Walter Sande, Cheryl Callaway** and **Elizabeth Patterson.**

◆

"The Mikado," with full cast from the D'Oyly Carte Opera Company, will be seen on ABC-TV's Famous Film Festival January 22. Featured will be **Kenny Baker, Martyn Green** and **Jean Colin,** with the D'Oyly Carte Chorus.

◆

Gene Raymond becomes host of the ABC-TV series, TV Readers Digest, today. The series is directed by **Chester Erskine.**

◆

Jane Fisher is the new "teacher" on Romper Room, children's program broadcast over WABC-TV, New York, Monday through Friday from 9 to 10 A.M., EST. She recently had her own show on WPTU, Philadelphia.

◆

Tom Moore, veteran radio and show business personality, is now host of Featurama, seen Saturday and Sunday on WABD, New York.

◆

Dorothy Warenskjold, lyric soprano of TV, radio, opera and concert stage, will be guest soloist on the Voice of Firestone when it is simulcast over the ABC TV and radio networks January 23.

◆

"Shopping for Death" is another in the "Alfred Hitchcock Presents" series January 29. The cast is headed by **Jo Van Fleet.** Script by **Ray Bradbury.** Director is **Robert Stevens.**

◆

Nina Foch and **Dane Clark** s in the 20th Century-Fox Hour p duction, "One Life," for CBS- January 25. **Peter Godfrey** direc and **Michel Kraike** produced.

◆

Cameron Mitchell stars and **Ph lis Kirk** and **Charles Korvin** featured in "The Bounty Hunte on Studio One tonight, on CBS- **Felix Jackson** is producer.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: After catching NBC's Matinee Theatre, this reporter became intrigued with one of the show's most valuable assets, its host, **John Conte.** His Broadway stage experience has served him well. It did not seem reasonable that there should be more than three commercial breaks in a daily show, but Mr. Conte handles easily the "blue chip" accounts, now totaling eight daily, with the addition of Sylvania Flash Bulbs this week making it a sellout.

Agency executives, representing these 40 participations weekly, are obviously pleased with the purveyor of their clients' messages. Mr. Conte, who not too long ago had his own musical variety show for two years on the NBC net, seems to adopt the mood and tempo of the scene preceding the commercial without jarring the viewer.

ASIDE TO NBC: How about another nighttime show helmed by the charming super-salesman, one that will exploit his vocal talents as well?

◆

Mrs. Florence Thalheimer, executive chairman of the California Committee of the National Audience Board, urged members of the American Association of University Women to generate an inte in writing letters of apprecia to TV station managers for sh they enjoy. She viewed such expression of interest in partic programs as having an ulti effect upon the sponsor's selec and approval of program mate

◆

Bill Gordon will produce direct and **Red Rowe** will e the new hour-long afternoon riety program planned as a d feature from 2 to 3 P.M. KNXT. Gordon and Rowe alumni of the CBS "Panor Pacific" program. . . . **Robert sen,** vice-president of North A can Film Corp., is producin series of film commercials Buick and the Dan B. Miner C pany. . . . **Tom Gries** directed "Texas in New York" sequence Chester Erskine's "Readers Dig series. . . . "The Prowler" destined for the screen before on "Climax" over CBS last w **William Dozier,** new RKO st head, bought the property s months ago while he was stil rector of CBS-TV network grams. **John Farrow** will pro and direct the feature versio RKO.

—*SAMUEL D. BE*

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, included the following:

At ACADEMY PICTURES, Inc.

Lux Liquid Detergent (*J. Walter Thompson*)
Tip Top Bread (*J. Walter Thompson*)
General Electric Products (*BBDO*)
Beechnut Gum (*Kenyon & Eckhardt*)
Eastman (*J. Walter Thompson*)

At AMERICAN FILM PRODUCERS

Borden's Instant Coffee (*Doherty, Clifford, S & S*)
Ipana Toothpaste (*Doherty, Clifford, S & S*)
Progresso Food Products (*Carlo Vinti*)

At CARAVEL FILMS Inc.

Socony Mobil Gas (*Compton*)
Goodyear Air Foam (*Kudner*)
Instant Chase & Sanborne Coffee (*Compton*)
Sani Flush (*Geyer*)
John Mansville (*J. Walter Thompson*)

At TED NEMETH STUDIOS

Chesterfield Cigarettes (*Cunningham & Walsh*)
Schlitz Beer (*Lennen & Newell*)
Old Spice Toilet Articles (*Direct*)

At SCREEN GEMS

Curtiss Candy Bar (*C. L. Miller*)
Nabisco Milk Bone (*Kenyon & Eckhardt*)
Pall Mall Cigarettes (*Doherty, Clifford, S & S*)
Sugar Jets (*Wm. Esty*)

At TRANSFILM

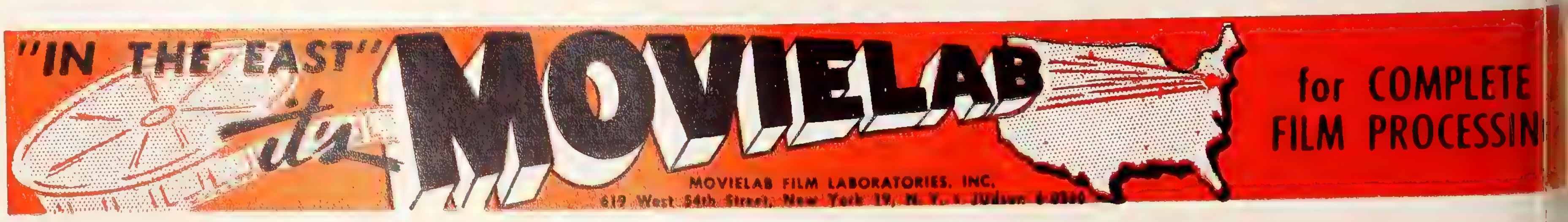
U. S. Royal Tires (*Fletcher Richards*)
Lustre Net (*Lennen & Newell*)
CBS Columbia TV Sets (*Ted Bates*)
Ballantine Beer & Ale (*Wm. Esty*)
Imperial Margarine (*F C & B*)
Coca-Cola (*Wm. Esty*)
Cavalier Cigarettes (*Wm. Esty*)

At UPA PICTURES

Piels Beer (*Y & R*)
Baby Ruth Mine (*C. L. Miller*)
Proctor Iron Tables (*Weiss & Geller*)
Bubbly Bromo (*Lennen & Newell*)
Schaefer Beer (*BBDO*)
Nabisco Snacks (*McCann E son*)

At UNITED WORLD FILMS

Coca-Cola (*D'Arcy*)
Pepsi-Cola (*Biow, Beirn, Toig*
Silver Cub Bread (*D'Arcy*)
Olin Batteries (*D'Arcy*)
Conoco Gasoline (*Bento Bowles*)
Studebaker Cars (*Bento Bowles*)
Schlitz Beer (*Lennen & New*
Campbell Soup (*Leo Burnett*)
Lux Soap (*J. Walter Thomps*
DeSoto Cars (*BBDO*)
Fluffo (*Biow, Beirn, Toigo*)
Maytag Washing Machines (*Burnett*)
GE Light Bulbs (*BBDO*)
Scott Tissues (*J. Walter Th son*)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IMPORTANT NEWS

Regarding the New York Demonstrations of

CINEMASCOPE 55

20th IS FORCED BY UNPRECEDENTED DEMAND TO SCHEDULE AN ADVANCE DEMONSTRATION FOR EXHIBITORS AND PRESS AT THE ROXY THEATRE, NEW YORK, ON THURSDAY, JAN. 19

(Stockholders showing will be held, as announced, on Jan. 23)

THIS IS YOUR SCREENING—JANUARY 19
BE SURE TO BE THERE—ROXY THEATRE, N.Y.
THIS THURSDAY MORNING, 9:15 A.M. SHARP!

No admission tickets will be necessary

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 79. NO. 11 NEW YORK, U. S. A., TUESDAY, JANUARY 17, 1956 TEN CENTS

r Fiscal Year

oew's Profit Reported at $5,311,733

t Equivalent to $1.03 Share for 52 Weeks

consolidated net profit after of $5,311,733, equivalent to 3 per share for the fiscal year d last Aug. 31 was reported yesterday by Loew's, Inc., in Arthur Loew's first report to stockholders as president. The net compared with $6,577,311, equivalent to $1.28 per share in the preceding year. The earnings represent Loew's, Inc., and its subsidi-, including theatres. Operating nues amounted to $170,952,059,

rthur Loew

(Continued on page 7)

troit Newspaper rike Is Settled

Special to THE DAILY

ETROIT, Jan. 16.—Detroit's 46- old newspaper strike has been ially settled.

he struggle which began when stereotypers walked out on Dec. 1 lved seven other unions of which

(Continued on page 7)

C. Attendance Up ice First of Year

From THE DAILY Bureau

SHINGTON, Jan. 16.—Local ex- tors report that theatre business been very good since the first of year.

all neighborhood and most ntown theatres, attendance has alled that of the same period of year, and several downtown thea- report that their receipts have n better than those of the first weeks of last year.

Coyne, Brylawski, Sindlinger Testify

COMPO Joins in Fight to Avert District of Columbia Ticket Tax

From THE DAILY Bureau

WASHINGTON, Jan. 16. — Motion picture theatre attendance and gross receipts were down 15.2 per cent over the country in the last quarter of 1955, according to Albert J. Sindlinger, industry statistical expert. This is the first time in nine years, Sindlinger declared, that the figure for any quarter dropped so sharply.

Sindlinger reported this figure to a joint House-Senate committee holding hearings on Administration-backed proposals to raise revenue for the District of Columbia. One proposal would place a two per cent tax on all Washington theatre admissions.

In the District, Sindlinger stated, theatre attendance and gross revenues during the last quarter of 1955 dropped 21.7 per cent.

Sindlinger's testimony followed that of A. Julian Brylawski, president of the Motion Picture Theatre Owners of Metropolitan Washington. He op-

(Continued on page 4)

Asks Special Master To Handle Bidding In Denver Area

Special to THE DAILY

DENVER, Jan. 16—Denver Kar-Vu Theatres, operating the Monaco and Centennial drive-ins, has filed a suit in U. S. District Court asking that 10 defendants, including two theatre companies and eight distributors, be prevented from carrying out an alleged conspiracy to prevent Kar-Vu from bidding on films on a first run basis. Kar-Vu is not asking damages in any set amount, but prefers to leave that angle up to the court.

Kar-Vu asks that a special master be named to handle the first-run bids in the Denver area, that a restraining

(Continued on page 7)

W. J. German Heads Polio Fund Drive

W. J. German, president of the firm bearing his name, has been named chairman of the motion picture industry's campaign for the 1956 Greater New York $3,000,000 appeal of the National Foundation for Infantile Paralysis, according to Harris A.

(Continued on page 6)

Goldstein in 4-Film United Artists Deal

Producer Bob Goldstein has completed arrangements with United Artists president Arthur B. Krim to make four pictures this year for United Artists release. At the same time Goldstein announcd he had acquired two new story properties and had assigned writers to adapt them to the screen.

A novel, "Showdown Creek," by Lucas Todd, was purchased by Goldstein. The second property pur-

(Continued on page 7)

Arthur Loew's Message to Stockholders Pledges Determination to 'Carry On'

In his first message to stockholders as president of Loew's, Inc., included in the company's annual report, Arthur Loew stated:

"In accepting the position of chief executive officer of the company I do so with a full sense of the responsibility involved and a determination to carry forward to the best of my ability the operations of the enterprise founded over fifty years ago by my father, the late Marcus Loew. To this end I ask the support and cooperation of our stockholders.

"I am grateful for the many assurances which I have already received from stockholders and company personnel.

"I take this occasion to pay tribute to Mr. Schenck for his leadership and devotion to the affairs of the company. By the election of Mr. Schenck as chairman of the board, the company will have the continued benefit of his long years of experience with the company and his position of leadership in the industry."

In Budget Message

President Sees Admission Tax Receipts Rise

Also Asks Excise Rates Kept at Present Levels

By J. A. OTTEN

WASHINGTON, Jan. 16. — The Treasury Department expects a slight increase in federal admission tax receipts during the next 18 months.

This was revealed in the budget message sent Congress today by President Eisenhower. The budget estimated that general admission tax collections in the current year, ending June 30, would be about $108,-

(Continued on page 6)

Republic Launching Altschuler Drive

Republic branch managers, salesmen and bookers have inaugurated "Republic's 1956 Salute to Dick Altschuler," and are seeking exhibitor backing to assist them in winning their share of the $100,000 bonus which is being offered as a stimulus in the tribute drive to the company's director of world-wide sales.

In announcing the bonus plan, president Herbert J. Yates stated that a roster

Herbert Yates

(Continued on page 7)

$1,197,394 for Chi. Ticket Tax

From THE DAILY Bureau

CHICAGO, Jan. 16.—City ticket tax collections for 1955 totaled $1,197,394, compared to $1,203,244 in 1954.

For December, 1955, city ticket tax collections amounted to $100,372, as compared to $107,109 for December, 1954.

PERSONAL MENTION

LEON LEONIDOFF, Radio City Music Hall's senior producer, will leave here tomorrow for Europe via B.O.A.C.

•

Fayette W. Allport, London representative of Motion Picture Association of America, returned to England yesterday from New York via B.O.A.C.

•

Jerome Pickman, Paramount Film Distributing Corp. vice-president, will return here today from Rome.

•

Howard Dietz, M-G-M vice-president, is scheduled to return to New York today from the Coast.

•

George E. Landers, Hartford division manager of E. M. Loew's Theatres, has left there for San Francisco and Los Angeles.

•

Brian McNaught, director of Sumar Films, London, arrived in New York from England yesterday via B.O.A.C.

•

Emery Austin, head of M-G-M exploitation, will return to New York at the end of the week from Houston.

•

P. T. Dana, Universal Pictures Eastern sales manager, has left New York for Buffalo and Detroit.

•

Stephen Mitchell, producer, will return to New York from Europe today aboard the "Queen Mary."

•

William B. Zoellner, head of M-G-M short subject sales, will leave New York today for the Coast.

•

Frederick Brisson, producer, has arrived in New York from Hollywood.

•

Budd Rodgers returned to New York yesterday from Hollywood.

Find CineMiracle Tests Gratifying

HOLLYWOOD, Jan. 16.—Gratifying results with initial tests of the CineMiracle camera were announced jointly here by National Theatres president Elmer Rhoden and producer Louis de Rochemont.

The tests, utilizing experimental footage filmed in Philadelphia, have proved so successful that staffs have been instructed to proceed at full speed with the completion of final pre-production tests, preliminary to the start of production on the first feature to be made in the process, it was said.

Crosby Phone Stunt A Hit with Audience

Paramount Pictures' publicity executives added a fillip to the screening of "Anything Goes" that surprised and amused a capacity trade and reviewers' audience at Loew's 72d Street Theatre here last Friday night.

The stunt involved a phone call to the theatre from Bing Crosby, co-star of the film, from Pebble Beach, Calif., which was amplified for the theatre audience while a spotlight focused on a golden telephone placed on stage with receiver disconnected. Crosby chatted amusingly about the picture, mentioning by name many of the industry executives, newspaper, trade paper and magazine reviewers in the audience. He closed the 10-minute, one-sided conversation with a remark that he was "over budget" on the long-distance call and left the audience in a happy mood to enjoy the picture which followed immediately.

Hold K.C. Manager For 'Obscene Show'

KANSAS CITY, Jan. 16.—James Strode, manager of the Glen Theatre, an art house, today appeared voluntarily at Kansas City police headquarters and was booked on a charge of permitting an indecent, obscene picture to be shown. The action followed a visit to the theatre Sunday night by members of the police vice squad, who confiscated 90 feet of a French film, and charged Strode with operating an obscene show.

After being booked, Strode was freed on bond of $500 for an appearance January 25 in municipal court.

The Glen has been operated about a year and a half as an "art" house, presenting largely foreign films of a risque, sexy nature. The sex-emphasis has drawn condemnation by neighborhood residents, religious and other organizations, and by many theatre men who long have contended that the entire film business here could be harmed by just such an incident as occurred Sunday night.

Set Manila Opening Of 'The Conqueror'

MANILA, Jan. 16.—President Ramon Magsaysay of the Philippines and his wife are slated to head a list of government officials and social figures who will attend tomorrow night's premiere of "The Conqueror" at the Avenue Theatre, the first of a series of world-wide capital premieres.

The Manila bow, sponsored by the Manila Lions Club, will benefit two of President Magsaysay's favorite charities.

International Amity Stressed by Warner

Jack L. Warner, executive producer, has sent a special message to the mayors of 126 cities, in more than 50 countries, where Warner Bros.' "Helen of Troy" will have a simultaneous world premiere on Jan. 26. The message emphasized that the global event, first of its kind to take place in connection with a motion picture, is "a graphic demonstration of what can be done to promote international amity . . . a closer tie among nations."

"The great and dramatic love story of the fabulous Helen and Paris belongs . . . not to any one country, but to all countries and peoples everywhere," Warner wrote. Warner pointed out that the global premiere showed "the power of great entertainment, through the medium of the motion picture, to bring the nations of the world in closer harmony."

Add Local Chairmen To Brotherhood Drive

William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of Brotherhood Week drive sponsored by the National Conference of Christians and Jews, announced 13 additional appointments of local exhibitor chairmen for the 1956 campaign. Twenty-three theatremen and representatives of the motion picture equipment field will spearhead the amusement industry's 10th anniversary participation in the drive.

The new local exhibitor chairmen are: Eddie Arthur, St. Louis; Jack Beresin, Philadelphia; Bill Connors, Seattle; Henry Feinstein, New Haven; Lou Fensky, Jacksonville; Moe Horwitz, Cleveland; George Kerasotes, Springfield, Ill.; Charles Kurtzman, Boston; Irving Long, Louisville, Ky.; Ted Mann, Minneapolis; Moe Mesher, Portland, Ore.; Frank Ricketson, Denver, and Morton Thalhimer, Richmond, Va.

Detroit Operators Agree on Terms

DETROIT, Jan. 16.—The threat that all Detroit theatres would be darkened by a projectionists' strike was lessened when negotiators agreed on provisions to a new contract. At a final 14-hour conference, ending six months of meetings, representatives of Detroit motion picture projectionists Local No. 199, IATSE, and Detroit exhibitors worked out the compromises to avert the strike voted by the union mid-December.

The new proposed contract replaces that which expired last July, and runs from Jan. 1, 1956, to Jan. 1, 1960. It must now be submitted to the union membership tomorrow, then to the exhibitors.

Senate TV Hearings Slated for Today Off Until Jan. 26

From THE DAILY Bureau

WASHINGTON, Jan. 16.—Tel sion industry hearings origin scheduled for tomorrow before Senate Commerce Committee h been postponed until Jan. 26, it announced today.

Postponement is due to the de over the weekend of Frank Pellig general counsel to the full Se committee.

The hearings will go into a w range of television industry proble Federal Communications Com sioners will be the lead-off witnes

Schwalberg Group Acquires 'Verdi'

Artists-Producers Associates, has acquired U. S. rights to the tion picture "Giuseppe Verdi" it announced by A. W. Schwalb president.

"Verdi" was produced in Tec color by Maleno Malenotti for P. Films of Rome.

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RADIO CITY MUSIC HALL.
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
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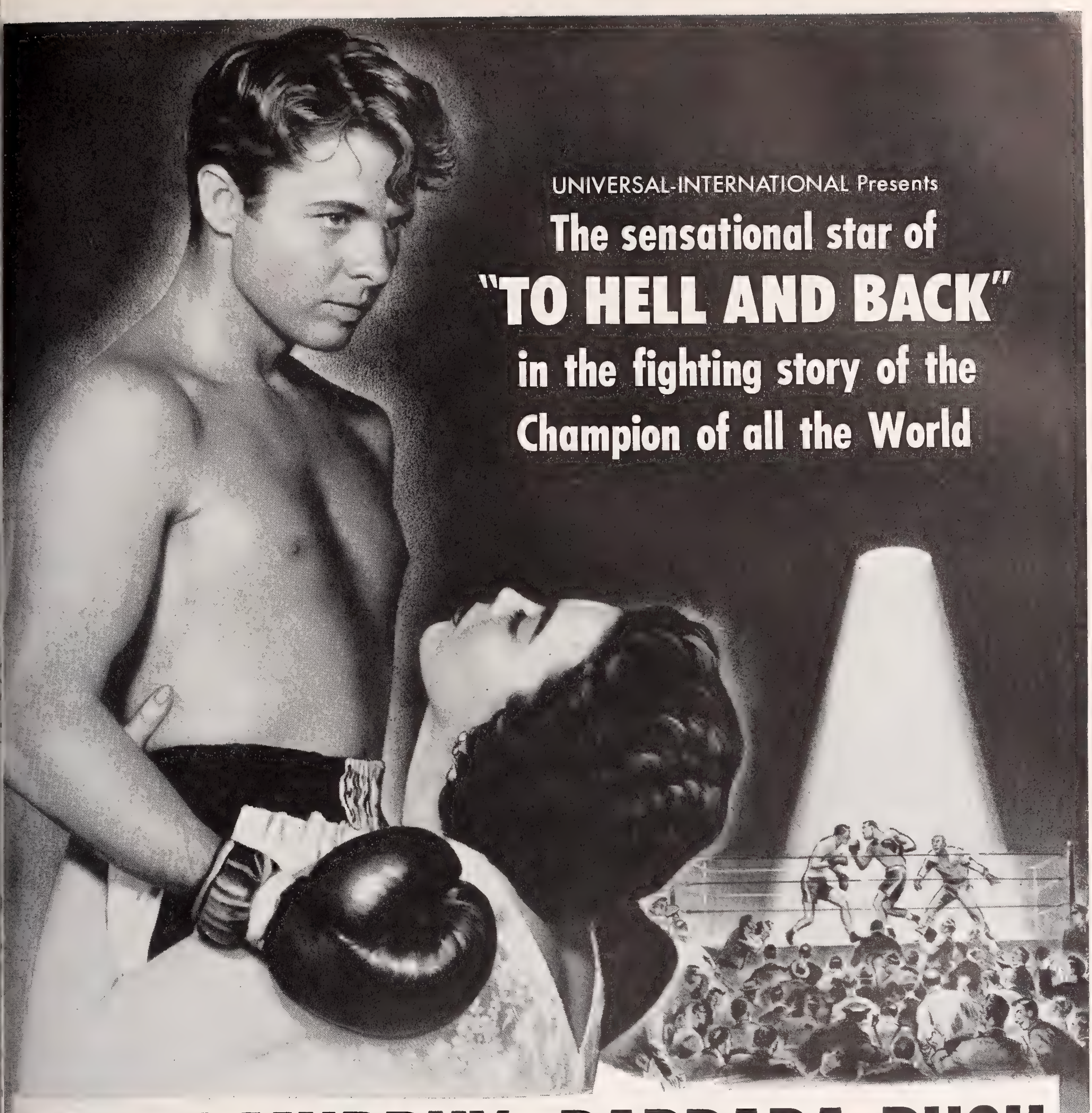


UNIVERSAL-INTERNATIONAL Presents

The sensational star of

"TO HELL AND BACK"

in the fighting story of the Champion of all the World

AUDIE MURPHY · BARBARA RUSH

WORLD IN MY CORNER

CO-STARRING **JEFF MORROW · JOHN McINTIRE**

WITH TOMMY RALL · HOWARD ST. JOHN · CHICO VEJAR · ART ARAGON · CISCO ANDRADE

Directed by JESSE HIBBS · Screenplay by JACK SHER · Produced by AARON ROSENBERG

ANOTHER PICTURE WITH THAT PRE-SOLD UNIVERSAL APPEAL!

PEOPLE

Tom O'Brien, executive secretary of Britain's NATKE, will be given an all-industry testimonial luncheon in London, probably on Feb. 8, in honor of his knighthood.

◆

Martin Starr, Hollywood commentator for Mutual Broadcasting, has been presented with the bronze statuette which had been given to the late **Bernarr Macfadden** in 1928 on the establishment of the "Miss Universe" contest. Starr was active in organizing the first "Miss Universe" pageant.

◆

Paul Smallen has moved his advertising agency to West 45th St., not to W. 56th St., as previously reported here.

◆

Lloyd Perkins, manager of the Etowah Drive-in, Etowah, Tenn., which has closed for the winter, has moved over to the Fair Oak Drive-in, Marietta, Ga.

◆

Milton Starr of Washington, longtime exhibitor and founder of the Bijou Amusement Co. in Nashville, is among five new members of the visiting committees at Harvard University. He was named to the committee which will visit the Summer School of Arts & Sciences and of Education.

◆

Robert Keith has been elected recording secretary of the Hollywood Screen Actors Guild, succeeding the late **Paul Harvey. Edward Arnold** was named to replace Harvey as chairman of the union's membership adjustment committee and **Leon Ames** will take Harvey's place on the board of trustees of the Motion Picture Relief Fund.

Pa. Drops 12 from Board of Censors

HARRISBURG, Pa., Jan. 16.—Twelve Pennsylvania motion picture censors have been ordered dropped by Gov. George M. Leader, who cited as the reason a lack of funds to finance the operation of the State Board of Censors.

The agency, which operates under the State Department of Public Instruction, is composed of three members and 18 employes, charged with disapproval of motion pictures for showing in the Commonwealth which are deemed sacrilegious, immoral or obscene.

The board failed to receive an appropriation when the General Assembly cut $235,000 normally given to the agency from the appropriation for the department for the 1955-57 budget.

When Assets Top $10,000,000

Power to Block Corporate Mergers Asked by the FTC

From THE DAILY Bureau

WASHINGTON, Jan. 16.—The Federal Trade Commission urged Congress to give it more power to block big corporate mergers.

Chairman John W. Gwynne, in testimony before a House Judiciary Subcommittee headed by Rep. Celler (D., N.Y.), suggested that firms proposing mergers or acquisitions be required to give advance notice to the Federal government whenever the resulting firm would have assets of more than $10,000,000. The firms would also have to supply the government with all background information on the merger or acquisition, and the deal could not go through for 90 days after the government got the information.

Calls Present Law 'Inadequate'

Arguing that the present antimerger law is "inadequate," Gwynne also urged that the commission get authority to enjoin mergers pending a final FTC ruling as to their legality and that his agency also get other powers to combat mergers.

House Small Business Committee chairman Patman (D., Tex.) said present tax policies are one of the main causes of mergers and that small businesses should be taxed at lower rates.

Asks Women Censors In Memphis to Stay

MEMPHIS, Jan. 16.—Mayor Edmund Orville today said he has asked the three women members of the board of censors, Mrs. B. F. Edwards, Mrs. Walter Gray and Mrs. St. Elmo Newton, Sr., to continue to function as a board until the present city administration makes a final decision about censorship.

Male Members Have Resigned

Chairman Lloyd T. Binford and Avery Blakeney, male members of the board, have resigned.

Citizens of Memphis have been under the impression since Jan. 1 that Memphis had no film censorship. Terms of all censors expired and none was reappointed. A citizens committee recommended that censorship be abandoned.

Hold N.Y. Screenings Of 'Goodman Story'

In connection with the Chicago world premiere and the Lincoln's Birthday holiday key city openings of "The Benny Goodman Story," Universal-International has launched a series of screenings which include opinion makers, press groups, music representatives, disk jockeys, jukebox operators and the editorial staffs of the New York newspapers.

The screenings are a part of U-I's advance promotional campaign on the picture.

Felder to Represent Levin Interests Here

From THE DAILY Bureau

HOLLYWOOD, Jan. 16.—Arrangements have been concluded whereby Joseph J. Felder has become associated with Irving H. Levin. Felder will represent Levin and certain of his varied production and distribution interests in New York.

Levin's interests include holdings in Filmakers Releasing Organization, Filmakers Productions, Inc., Kranz-Levin Pictures and Banner Pictures. Levin's latest production, "The Bold and the Brave," will be released by RKO on March 14.

Headquarters Here

Felder, for the last 11 years, was vice-president and co-owner of Favorite Films Corp. and its various subsidiaries. Prior to that he held various sales and executive positions with RKO, Universal, First National and Monogram. His offices are in the Paramount Building in New York.

Delinquency Probe Extension Favored

WASHINGTON, Jan. 16. — The Senate Rules Committee voted to extend for another year the life of the Senate Judiciary Subcommittee studying juvenile delinquency.

The Senate itself must still approve. The subcommittee, headed by Sen. Kefauver (D., Tenn.), has studied, among other things, the effects of films and TV on teen-agers.

Its life presently is slated to end on Jan. 31. The rules committee agreed to continue it until Jan. 31, 1957, with an additional $110,000 appropriations. The subcommittee had asked another $150,000.

The rules committee also approved requests to continue for another year, until Jan. 31, 1957, the lives of four other Senate Judiciary Subcommittees studying the anti-trust laws, narcotics, patents and alien property disposal.

Five from Columbia For Feb. Release

A. Montague, Columbia's general sales manager, yesterday announced a slate of five feature films for February release, with "Picnic" heading the list. Completing the schedule are "Battle Stations," "Joe Macbeth," "The Houston Story" and "Fury at Gunsight Pass."

D.C. Tax

(*Continued from page* 1)

posed the tax as "the straw
breaks the camel's back" and
warned that the District's tax
posal was so drafted that it m
apply to film rentals as well a
theatre admissions.

The tax was also opposed
Robert Coyne, speaking for the C
cil of Motion Picture Organizati
Coyne said Congress helped the
dustry out of a crucial financial
ation two years ago by cutting
Federal admission tax, and arg
that approval of the District tax
would mean "a reversal on the
of Congress."

Fear for Coming Campaign

Coyne, Brylawski and other in
try leaders have privately voiced
cern over the effect Congressional
proval of a District admissions
might have on the industry's com
campaign to win new relief from
Federal admissions tax. They h
also argued that if Congress wer
approve a local admissions tax
would be a signal for states and
nicipalities to follow suit. Howe
these arguments were not used
their public testimony today.

Committee members gave no i
cation as to whether they favored
opposed the tax.

Don't Wish to Be 'Singled Ou

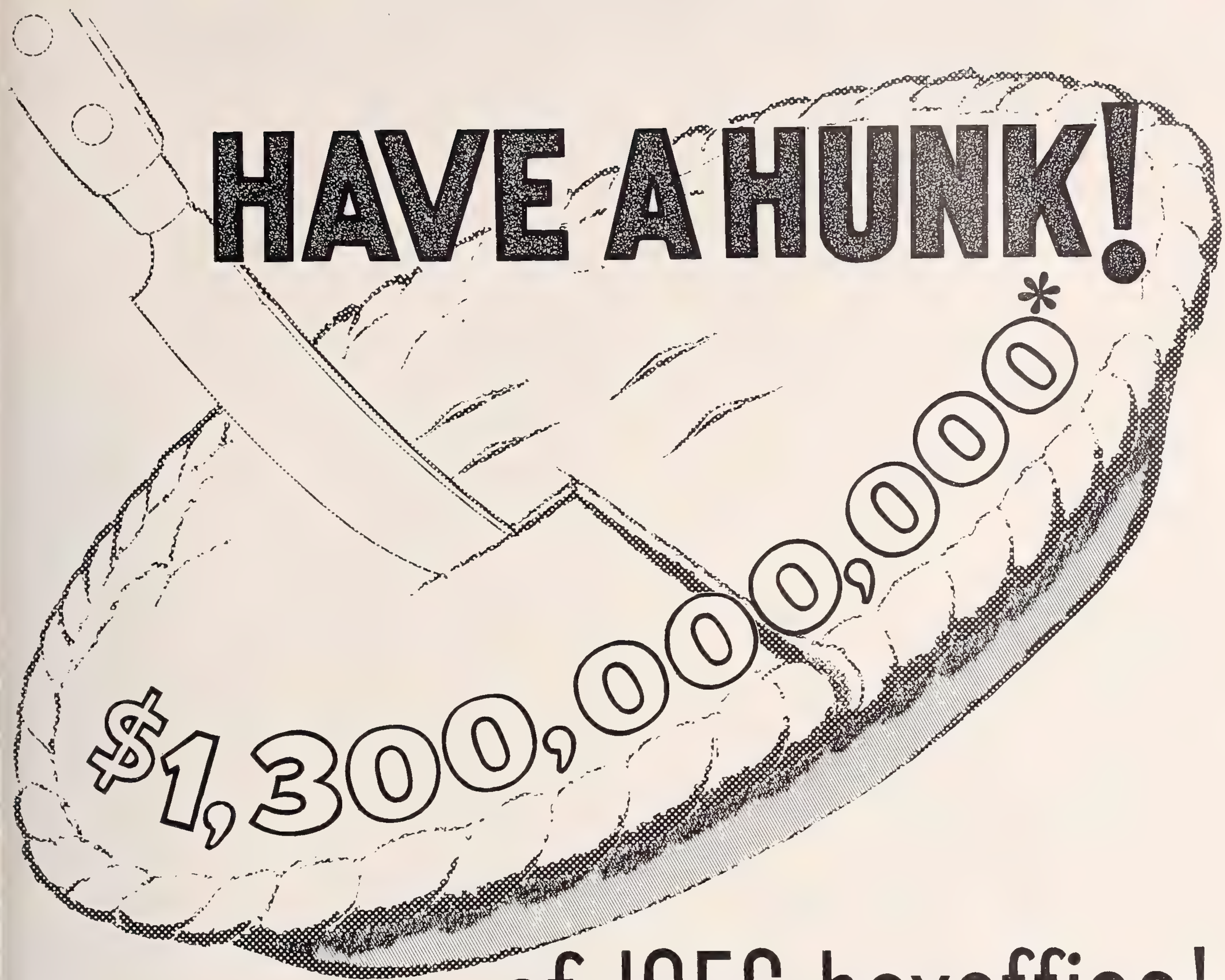
Brylawski told the committee
56 Washington theatres would w
ingly pay their share of any gen
increase in property or business ta
but that they didn't wish to
singled out for any special tax,
pecially since such a tax "would
imposed on an industry that is li
ally and actually fighting for survi
at this time."

Only one theatre has been built
Washington in the past five ye
Brylawski said, while 10 or 12 h
closed. Theatre admission prices
high today, he claimed, and the th
tre owner would not be able to p
the tax on to the customer,
would have to pay it himself. "
motion picture industry of the D
trict of Columbia cannot stand th
additional expenses," he added.

Sees 'Pernicious Precedent'

Brylawski asked that the leasing
motion pictures be clearly exem
from any District tax, saying a f
rentals tax would be "an indefensi
and pernicious precedent and
doubtful legal value." Commit
members said they were not s
whether the commissioners had
tended film rentals to be covered.
District spokesman said he thou
the bill was intended to cover fi
rentals, but that he would investig
and report back.

The District commissioners e
mated that $500,000 a year wou
be raised by the tax on motion p
ture theatre admissions and adm
sions to sports events, legitimate th
tres and other entertainment. Bryla
ski claimed this revenue estimate w
far too high.



...of 1956 boxoffice!

PRESS RELEASE FROM THE OFFICE OF SECRETARY OF COMMERCE WEEKS *

Washington, D. C., Dec. 27, 1955 — The film industry, with more theatres, particularly drive-ins, increased production and film attendance at more picture theatres, is expected to maintain theatre gross receipts at about the same level as 1955 now estimated at 1.3 billion dollars.

You can cut-out the guess work. Washington's made it official. Read the U. S. Commerce Dept. release and you'll see Secretary Weeks says $1.3 billion for motion pictures in 1956!

A share of that big profit-packed pie is yours. The size of your slice will be as big as your showmanship can make it!

Your N.S.S. office can give you a lot of help ... so call 'em, today!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

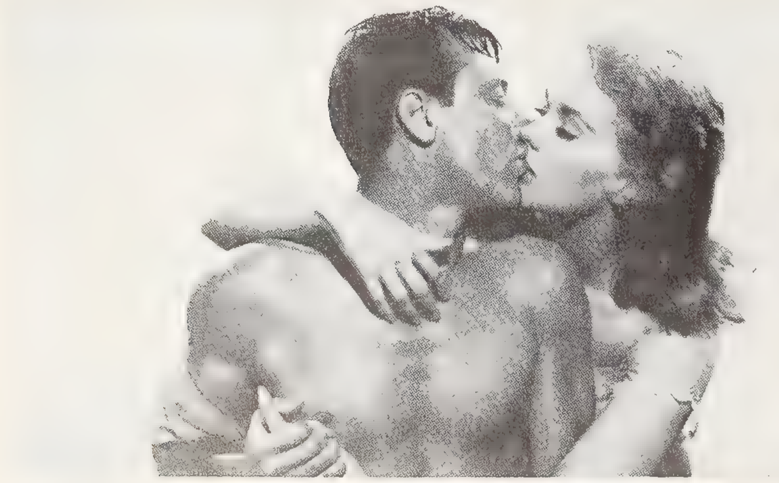
what a picture!

Columbia Pictures presents
WILLIAM HOLDEN in
PICNIC
with Kim Novak • Betty Field
Susan Strasberg • Cliff Robertson
and co-starring ROSALIND RUSSELL
CinemaScope Technicolor

what pre-selling!

SEVENTEEN MAGAZINE—entertainment handbook for the most movie-going girls in the world (America's 8,000,000 young women under twenty) and their show-sharing companions — names PICNIC

seventeen's
February Picture of the Month!



what profits!

—for exhibitors from coast to coast—with this truly tremendous tie-in!

Ticket Tax

(*Continued from page 1*)

000,000, and in the following year about $110,000,000, compared to actual receipts of $106,086,000 in the year ending last June 30.

The President again urged Congress to continue all Federal tax rates at present levels for the time being. His language was almost word-for-word the same as in the State of the Union message sent Congress earlier this month.

Other highlights in the budget showed a sharp increase in requested anti-trust funds, an almost tripling in the funds sought for the government's overseas film program, and increased funds asked for the Federal Communications Commission.

The President asked $135,000,000 for the U. S. Information Agency for the coming fiscal year starting July 1, compared with $85,336,630 in the current year and $74,099,000 last year. He said the motion picture service should get $12,883,000 of the total for the coming year, compared with only $4,466,818 this year and $3,667,147 last year.

Anti-Trust Fund Rises

In the anti-trust field, the budget proposes appropriations of $4,265,000 for the Justice Department's anti-trust division for the coming year, as against $3,314,000 this year. A total of $5,500,000 was sought for the Federal Trade Commission, which had only $4,262,500 this year.

An increase from $6,870,000 this year to $7,850,000 next year was sought for the Federal Communications Commission. The budget earmarked $140,000 of the coming year's funds to continue the FCC's television network study.

The President renewed his recommendation of last year for a special government agency to stimulate creative artistic activity and for special awards for outstanding creative achievements.

The President also asked funds to start preparations for a new comprehensive census of business and manufacturing, to be taken in 1959. One was taken last year, and the results of that should be coming out in another month or two.

German Heads Drive

(*Continued from page 1*)

Dunn, vice-president of the board of the Bowery Savings Bank, who is general chairman of the city-wide drive.

In accepting the divisional chairmanship, German reiterated the fact that further funds still were urgently needed to help support the nation-wide four-point program of the March of Dimes.

Western Post to Purcell

HOLLYWOOD, Jan. 16.–Harry L. Mandell, vice-president of filmakers Releasing Organization and Banner Pictures, today named Jerry Purcell as Western district sales manager for both companies.

REVIEW:

The Fighting Chance

Republic

BEN COOPER, a comparative n
comer, again acquits himself well
a starring role for Republic.

This time around, he plays an
piring jockey, traveling the south
California track circuit, picking
odd chores and occasional race
signments. Trainer Rod Came
takes a liking to the youth, who
mits bitterness over his inability
find a romantic partner his own
and temperament. Both are hired
horse owner Howard Wendell
within a short time are making mo
and a regional reputation.

Julie London then enters the sc
and has eyes for Cameron, althou
making Cooper believe he is "num
one." The young boy learns of th
romance, breaks his riding contr
with Wendell and departs for Mex
Later, however, he resumes
trainer-jockey relationship with Ca
eron despite the latter's marriage
Miss London. When the horse lo
Miss London's true, acquisitive nat
comes forth and Cameron bids
goodbye. Cameron and Cooper
turally become fast friends again.

William J. O'Sullivan was associ
producer and William Witney
rected. Houston Branch's screenp
based on a story by Robert Blees,
some novel touches.

Running time, 70 minutes. Gen
audience classification. For Decem
release.

Table N. Y. Bill for Earlier D.S.T. Start

ALBANY, N. Y., Jan. 16.–The W
liamson Bill extending daylight s
ing time from the last Sunday
April to the last Sunday in Ma
was laid aside tonight when seve
senators representing rural consti
encies raised objections.

Sen. Pliny W. Williamson (W
chester Republican) who had hop
to advance the bill to third read
and bring the measure to a vote s
later that if it were not acted up
soon it would be better to postpo
action until next year.

Most of the mail received has be
favorable, he added.

Wallis Tour to Aid 'Tattoo' Promotion

Hal Wallis, producer of "The R
Tattoo," will personally participate
the large-scale promotional campa
on the picture. He will leave N
York today for Philadelphia on
first leg of a tour that will take h
to several key cities, including Wa
ington, Boston, Cleveland, Detr
and Chicago.

During the tour, Wallis will co
duct interviews with film critics, c
umnists and feature writers, in wh
he will describe the making of
film and the background of its st
Anna Magnani and Burt Lancast

ention, All Critics! Author Is a Critic

From THE DAILY Bureau

LYWOOD, Jan. 16.–Fred Feld-, former producer of "March ime," bravely announcing he make 10 features in the next years, unfearfully disclosed that en Affair," to be made abroad, ased on an idea by the contro-al 'New Yorker' critic John arten."

epublic

(*Continued from page* 1)

p productions will back the sales ization in its booking drive. ches will be assisted by a six-hs' release schedule highlighted ich productions as "Come Next g," for which premiere plans are in preparation; "Doctor at Sea," Arthur Rank presentation, and gic Fire."

e company's initial productions ide-screen Naturama are in the lule. The first is "The Maverick n," starring Barbara Stanwyck, Sullivan, Scott Brady and Mary hy, filmed in Trucolor. Shoot-as just been completed on "Lis-' starring Ray Milland, Maureen ra and Claude Rains, filmed on ion in Portugal.

Three to Follow

portant productions to follow de "Stranger at My Door," ota Incident," and "Acapulco." e drive is being coordinated by er L. Titus, Jr., with sales dis-captained by John Curtin, h; John Alexander, Midwest; E. Grainger, South, and Francis nan, West.

troit Strike

(*Continued from page* 1)

ers and mailers also struck. After agreed with publishers on a ula, bargaining continued with union negotiating teams holding okays in their pockets.

e last to reach agreement were engravers, the Detroit Newspaper d, and, finally, the teamsters.

e "Times" and "News" appeared y at noon. Each paper will be ed to 24 pages. Only advertising e carried in initial issues are on picture directories and aries.

ld 'Rose,' 'Picnic' SDG Nominations

OLLYWOOD, Jan. 16.–The ad-ons of "Picnic" and "The Rose oo" as nominations for the en Directors Guild's annual evement awards were announced y by SDG president George Sid-The two latest additions bring total nominations to 12. The rd will be bestowed at the Guild's ual dinner on Jan. 29 at the Bilt-e Bowl.

Loew's Profit at $5,311,733

(*Continued from page* 1)

compared with $183,142,486 in the previous year.

The report to stockholders for the fiscal year stated that "while the earnings for the first three quarters of the fiscal year were approximately the same as in the corresponding period of the prior year, there was a decided drop in operating revenue in the last quarter of said 1955 fiscal year, resulting largely from disappointing box-office returns on pictures distributed in that quarter as compared with more successful pictures distributed in the corresponding quarter of the previous year. This decline in operating revenue with resulting diminishing earnings has continued in the current fiscal year."

Twelve-Week Net $248,161

The statement for the first 12 weeks ended last November 24, which accompanied the annual report, indicated net profit after all taxes and charges (subject to year-end adjustment) of $248,161, equivalent to five cents per share compared with $1,521,349 or 30 cents per share in the corresponding period of the preceding year.

It was pointed out that prior to July, 1955, the company had earnings in Japan, part of which, because of exchange restrictions, cannot yet be remitted to this country. By agreement with the Japanese government in the current period, there was loaned to a government-operated agency out of these unremittable yen an amount equivalent to $1,072,000, at the current exchange rate, which is repayable over a three-year period starting in 1958 and remittable at rates of exchange current at time of repayment.

Would Have Bolstered Current Net

If this sum of $1,072,000 had been included in income for the current period, the net earnings would have been approximately 16 cents per share.

In his review of operations, Loew pointed out that efforts were being made to advance the distribution date of stock of Loew's Theatres, Inc., to stockholders of Loew's, Inc., which had been fixed no later than March 8, 1957, by the U. S. District Court.

It was also brought out that the company was negotiating with insurance companies, holders of the funded debt, to effect the division of the funded debt amounting to $33,337,000 between Loew's, Inc., and Loew's Theatres. The consolidated net profit for the fiscal year before Federal taxes and funded debt interest was realized approximately 47 per cent from the domestic and Canadian theatre operations and 53 per cent from the picture and other operations of Loew's. The corresponding percentages after Federal income taxes, but before funded debt interest and tax saving thereon, was 35 per cent from theatre operations and 65 per cent from picture and other operations, Loew said.

Theatres Assets in U.S. and Canada

With respect to the fixed assets in the sum of $90,357,421, shown on the balance sheet, Loew added, it may be stated that $61,974,472 represents theatre assets located in the U. S. and Canada which will be owned by Loew's Theatres. The inventories in the consolidated balance sheet amounting to $65,948,953 comprise assets which will remain with Loew, Inc., he said.

Loew's, it was said, will expand its production-distribution program to include not only films made at its studios but product from outstanding independent producers and stars, some of which will be partly or wholly financed by the company.

New Theatre in Argentina

In international operations, Loew said that the Metro Theatre in Buenos Aires was the newest link of showcase theatres and that Metro theatres will be established in Germany.

The company's New York radio station WMGM increased its audience by 30 per cent, it was stated, and the initial step into television via the "M-G-M Parade" had proved financially profitable, Loew concluded.

Asks Special Master

(*Continued from page* 1)

order be placed preventing the defendants from carrying out the alleged conspiracy, costs of the litigation, and other relief as may be determined by the court.

Defendants are Fox Inter-Mountain Theatres, Consolidated Theatres, 20th-Fox, Columbia, Warner Bros., Universal, Paramount, RKO, Loew's and United Artists.

AAP Acquires Two

Norman Katz, vice-president in charge of theatrical distribution of Associated Artists Productions, reported that AAP had acquired rights to two new British films. They are: "The Angel Who Pawned Her Harp" and "Make Me an Offer."

Goldstein-UA

(*Continued from page* 1)

chased was "Love Story," an original by Jo Eisinger.

Goldstein plans to put his first picture before the cameras in March. This will be an Abbott and Costello comedy, "Dance With Me Henry." The other property to be made for the United Artists slate is "Brass Legend," a western. Goldstein has also the rights to the prizefight biography, "The Bummy Davis Story."

'Heaven' Sets Record

"All That Heaven Allows," Universal-International's Technicolor production, set a new preview day and opening day record of $16,000 at the Viking Theatre in Philadelphia, U-I announced.

Susan Hayward is just great... greater than ever in THE CONQUEROR

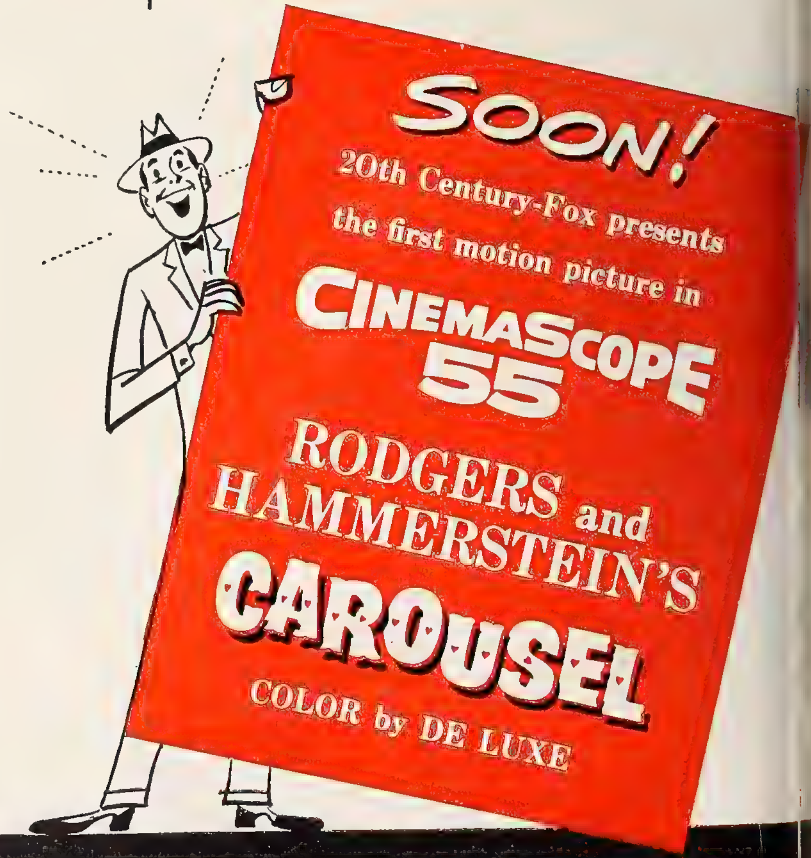
Coming in early 1956
from RKO
RKO RADIO PICTURES

NEXT WEEK CINEMASCOPE* 55 DEMONSTRATES IN THE FOLLOWING CITIES:

JAN. 23	NEW YORK ROXY	LOS ANGELES VILLAGE	CHICAGO UPTOWN
JAN. 24	BOSTON MEMORIAL	SAN FRANCISCO FOX	INDIANAPOLIS INDIANA
JAN. 25	PHILADELPHIA FOX	PORTLAND, Ore. FOX	CINCINNATI ALBEE
JAN. 26	WASHINGTON PALACE	SEATTLE 5th AVENUE	DETROIT FOX
JAN. 27	CHARLOTTE CAROLINA	SPOKANE FOX	CLEVELAND PALACE

BE SURE TO ATTEND!

All showings start promptly at 9:45 A.M. except ROXY, N.Y., which begins at 9:15 A.M.



SOON!

20th Century-Fox presents the first motion picture in

CINEMASCOPE 55

RODGERS and HAMMERSTEIN'S

CAROUSEL

COLOR by DE LUXE

* *Projection in 35mm Prints • No Changes Required in the Booth of Theatres Equipped for Stereophonic Sound*

All
the News
That
Is News

MOTION PICTURE
DAILY

Concise
and
to the
Point

L. 79. NO. 12 NEW YORK, U. S. A., WEDNESDAY, JANUARY 18, 1956 TEN CENTS

ecision Pending

ay Show rbitration raft to SBC

y Theatre-Distributor oups Weighing Plan

he final draft of the arbitration negotiated by Theatre Owners merica and other exhibitor groups a committee representing nation- istributors may be offered to the te Small Business Committee at hearing scheduled to begin in hington on Feb. 2, it is reported.

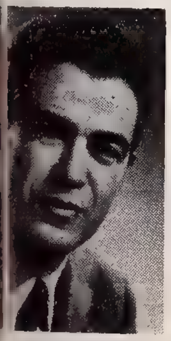
dustry sources closely associated the plan declined to comment the report for publication but s were inclined to view such a edure as a logical and, even, able one.

ie letter pointed out that presen-

(*Continued on page* 8)

J. Foster Named C Ad-Press Head

bert E. Kintner, president of ican Broadcasting Company, rday announced the appointment ichael J. Foster as vice-president in charge of press information and advertising. The appointment is effective Jan. 30. In his new post, Foster will supervise the activities of the publicity, advertising and promotion departments.



. J. Foster

Foster was formerly man- of press relations of CBS Tele-

(*Continued on page* 11)

demy Ballots Go nday; TV Mar. 21

From THE DAILY Bureau

LLYWOOD, Jan. 17.—Academy ds nominations ballots will be d Monday, returnable by Feb. 14,834 industry members eligi-

(*Continued on page* 8)

John Farrow Urges Standards

Code of Ethics for Directors to Be Proposed at Next Meeting of SDG

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 17.—It is time for creative talent guilds to accept their proper share of responsibility for picture content and for their members' conduct in relation to the industry's production code, producer-director John Farrow told MOTION PICTURE DAILY.

He said he intends to propose to the Screen Directors Guild at its next membership meeting that the guild formulate a code-of-ethics for directors, conforming to production code principles, and set up means of disciplining members who violate it.

Farrow pointed out that all major professions—doctors, lawyers, architects and others—have their firm foundations in ethical codes observed by all, and that persons who violate

(*Continued on page* 8)

Reds in N.Y. Stage, TV, Radio Fields, House Group Finds

By J. A. OTTEN

WASHINGTON, Jan. 17. — The House Un-American activities committee said its hearings and investigations had established that communists have been successful in finding employment in the entertainment field in New York City.

The committee's annual report made it clear that the committee was referring to the legitimate theatre and radio and television when it talked about the entertainment field.

"Cliques of active communists operate within the various entertainers'

(*Continued on page* 10)

20th-Fox Sets Big Radio Campaign on 'Carousel' and '55'

Bing Crosby, Edgar Bergen, Amos 'n' Andy, Jack Carson, Galen Drake, Peter Potter, Mitch Miller and Curt Massey have been signed by 20th Century-Fox to sell, on radio, CinemaScope 55 and Rodgers & Hammerstein's "Carousel," the first picture in the new medium, as part of a promotional campaign pre-selling the twin entertainments, the company

(*Continued on page* 10)

Nine to Occupy Dais At Milestone Dinner

From THE DAILY Bureau

HOLLYWOOD, Jan. 17.—Screen Producers Guild president Samuel G. Engel today disclosed that the following will occupy the dais on SPG's annual Milestone Dinner, Sunday evening, at the Beverly Hilton Hotel, honoring Cecil B. DeMille: Los Angeles Mayor Norris Poulson, Darryl F. Zanuck, Jesse L. Lasky, Gen. Holland Smith, Ben Hogan, Y. Frank Freeman, Rev. Charles S. Casassa, Dr. Fred D. Flagg and Beverly Hills Mayor George Davis.

Granted Without Prejudice

Pathe Gets Dismissal of Its Suit Against Technicolor

The request of Pathe Laboratories, Inc., seeking the dismissal of its own suit against Technicolor, Inc., Technicolor Motion Picture Corp., and DeLuxe Laboratories, Inc., was granted without prejudice here yesterday by Federal Judge Archie O. Dawson.

Judge Dawson, however, in granting Pathe's petition, which avoided a trial, conditioned his ruling on Pathe paying a total of $1,000 in attorney fees to the defendants.

The suit charged improper use of the trade-mark "Technicolor" and violation of the anti-trust laws and sought $400,000 in damages. The suit, which Pathe declined to litigate, also sought an injunction to stop use

(*Continued on page* 8)

Market Factor

Loew's Stock Group Holds Program Meet

Say Members Control Over 500,000 Shares

By MURRAY HOROWITZ

A group of Loew's, Inc., stockholders, described as friendly to the Arthur Loew management and claiming to represent more than 500,000 shares, met here to formulate a "constructive" program which will be presented to management, it was learned yesterday.

A spokesman for the group attributed some of the recent unusual market activity in Loew's stock to the group's meeting on Jan. 10 in the offices of Howard Stein, who is manager of the investors service department of Dreyfus & Co., downtown brokerage firm.

Other factors in the market activity, approximately 500,000 shares being traded in the last two weeks with a fluctuation of about two points,

(*Continued on page* 8)

See Departmental Operation for RKO

Current indications are that RKO Radio Pictures will not appoint a home office advertising-publicity director to replace Perry Lieber, resigned, but that the advertising, publicity and exploitation departments will again function under department heads as they did prior to Lieber's appointment last fall.

Ben Grimm heads the home office advertising department; Al Stern the

(*Continued on page* 8)

20th Ready to Show 'Scope 55 at Roxy

Exhibitors, distributors and press representatives will be present tomorrow morning when 20th Century-Fox demonstrates its new CinemaScope 55 process at New York's Roxy Theatre, with scenes from Rodgers & Hammerstein's "Carousel" and "The King and I."

Invited by president Spyros P.

(*Continued on page* 11)

PERSONAL MENTION

H. M. BESSEY, Altec Service Corp. executive vice-president, and **MARTY WOLF**, sales manager, have returned to New York from Scranton.

•

NAT LEVY, RKO Radio Eastern sales manager, returned to New York yesterday following visits to key cities of Florida.

•

BLANCHE F. LIVINGSTON, head of publicity for out-of-town RKO Theatres, has announced her engagement to **ALBERT H. LEVI**.

•

WALTER GROSSELFINGER, Westrex Corp. radio manager, has left New York by plane for key cities of Central and South America.

•

CHASE HATHAWAY, drive-in operator of North Hoosick, N. Y., and Castleton, Vt., has left there to spend the winter in Hollywood, Fla.

•

HARRY LAMONT, president of Lamont Theatres, Albany, N. Y., is vacationing with **MRS. LAMONT** in Key West, Fla.

•

LESTER PRICE, newly-appointed head of the M-G-M editorial office in Paris, will arrive in New York from France on Feb. 4.

•

MICHAEL POWELL, British producer-director, is scheduled to arrive here from London today via B.O.A.C.

•

ALEC GUINNESS will return to England from New York tomorrow aboard the "Queen Mary."

SAG and AMPP Open Pact Parley

HOLLYWOOD, Jan. 17.—Substantial rate increases and conformity with the five-day-week provisions granted other guilds and unions are being sought, it is understood, by the Screen Actors Guild, which today began negotiations with the Association of Motion Picture Producers in accordance with the reopening clause in the contract which runs to January, 1958.

It is reliably indicated that the SAG is asking a $20 increase for "day players", which would bring the figure to $90; and $300 weekly for free lance performers now getting $250. SAG also seeks a five-day, 40-hour week, instead of the present six-day 48-hour week.

AMPP vice-president Charles E. Boren and SAG president Walter Pidgeon are heading the negotiating committees.

Seen as 'Salvaging' Venture

Report Mexico Will Re-Distribute Large Stockpile of Shelved Films

Special to THE DAILY

MEXICO CITY, Jan. 17.—Re-distribution of some 200 "shelved" pictures is considered by the Mexican industry aided by its own bank, the semi-official Banco Nacional Cinematigrafico. Eduardo Garduno, the bank's director general, is reportedly investigating the case for the double purpose of salvaging as much money as possible from the productions and preventing a repetition of stockpiling of pictures, most of which, in quality, range from mediocre to poor. The films are valued at $32,000,000.

Many of the films were made in years when Mexico produced as many as 128 features in a 12-month-period, even though 40 pictures would fill the requirements of the country. Not much optimism is felt in the trade here that any exceptionally good films will be found in the stockpile.

There is a growing opinion in the trade here that what Mexico needs most, besides good stories and technical service, is a group of players outstandingly popular both inside and outside of Mexico.

2 Production Units Use Brooklyn Studio

Two major productions by two producer-directors—Elia Kazan and Alfred Hitchcock — will complete shooting at the Warner Bros. Vitagraph Studios in Brooklyn.

Elia Kazan's "Baby Doll," now finishing location in Greenville, Miss., will move to the Vitagraph Studios for interiors shortly.

Alfred Hitchcock, whose "The Wrong Man" will shoot on location in Queens for Warner Bros., will also utilize the Vitagraph Studio for his picture's interiors upon completion of the Kazan film.

French Officials Due Here for Conference

PARIS, Jan. 17.—M. Flaud, director general of the National Film Center, and Robert Cravenne, head of Unifrance Film, have left here for New York, where they will inspect the new Unifrance offices. They also will fix policy for French films in the States while they are there.

Wanger Seeing RCA Closed-Circuit Color

Walter Wanger, a director of the Sheraton Closed-Circuit TV Corp., went to Camden, N. J., yesterday to inspect RCA closed-circuit color television equipment which has been purchased by the company for use in programming industrial shows.

M-G-M Week Goal At Half-Way Mark

Half of M-G-M's 32 branches in the U.S. and eight foreign countries already have reported lining up every theatre in their territories for the showing of an M-G-M film on the screen during "M-G-M Week," which is being celebrated during the Feb. 5-12 period, the film company has announced.

On the international front, 100 per cent bookings are reported in Finland, France, Italy, Norway, Switzerland, South Africa, Sweden and Israel.

With three weeks remaining, home office domestic and international sales executives indicate that representation in every theatre is shaping up to expectations.

"M-G-M Week" will be highlighted by the company's international conference which will be held on Feb. 5 in Hollywood, where more than 100 field and home office officials of the Loew's International will convene at the Culver City studio.

Kaye to Appear at Openings of 'Court'

Danny Kaye will make five stage appearances at the Paramount Theatre here when his "The Court Jester" will have its world premiere on Feb. 1, it was announced yesterday by Paramount Pictures.

Kaye also will make personal appearances on the stages of the Washington Palace and the Pittsburgh Penn and is also scheduled to appear at a special benefit premiere of his production at the Plaza Theatre, London, on Feb. 9.

Max Rothstein, 56; DeLuxe Lab. Editor

Max Rothstein, film editor for DeLuxe Laboratories for more than 30 years, died yesterday morning at Lenox Hill Hospital following an operation. He was 56 years old.

Although Rothstein had been with DeLuxe for many years, he had served on the staff as an independent editor for the last five years.

Funeral services will be held at 10 o'clock tomorrow morning at Riverside Memorial Chapel. Rothstein is survived by his wife and a married daughter.

Two Debuts at 8 P.M. But 20 Hours Apart

**The time element will figure pr
nently in the simultaneous global
mieres of Warner Brothers "H
of Troy" in 141 cities of 50 coun
Typical of these differences is
case of San Francisco and Wel
ton, New Zealand. Both cities
see the film at 8 P.M., Jan. 26
Wellington, beyond the Internat
Date Line, will view the film
hours ahead of those in the G
Gate City.**

Cuban Royalty Ta Out Against Films

A pledge that the controv
Cuban 10 per cent royalty tax
not be applied to the motion pi
industry was received by Robert
kery, vice-president of the M
Picture Export Association and
tor of the Latin American divisio

Corkery returned here from
to Cuba which he made with M
president Eric Johnston. Joh
returned to Washington.
in Cuba, Johnston and Corkery
with President Batista.

Israel Bans 'Jung For Those Under

TEL AVIV, Jan. 17.—"The
board Jungle" was banned in
for youngsters under 18 years o
The action was taken by the
Censorship Board following c
ences with public figures.

Meanwhile, three towns, R
Gan, Hadera, Raanana, have a
to exempt from municipal taxe
tickets intended for children.
hoped by exhibitors that other
nicipal councils will follow the

Col. Dividend

Columbia Pictures' board of
tors at a meeting yesterday decl
quarterly dividend of $1.06½
share on the $4.25 cumulative
ferred stock of the company, p
on Feb. 15 to stockholders of
on Feb. 1.

"Showplace of the East"
FOR YOUR SCREENIN
CINEMASCOPE
▸ Three Channel interlock projection
▸ 16, 17½ & 35 mm tape interlock
▸ 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
THEATRE SERVICE,
619 W 54th St. • N Y 19 • JUdson 6-0

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copi

AN IMPORTANT MESSAGE

from

SPYROS P. SKOURAS

President,
20th Century-Fox Film Corporation

TO THE EXHIBITORS WHO WILL ATTEND THE NATIONWIDE DEMONSTRATIONS OF

CINEMASCOPE 55

MORE THAN YOUR EYES HAVE EVER SEEN!

please turn page

I want personally to extend my warmest welcome to each of you who will one of the sixty demonstrations of CinemaScope 55 between January 19 and February 2

Again it is our privilege to introduce something new and wonderful in the de ment of motion pictures. We feel that the advent of CinemaScope 55 marks another gl moment in the history of our industry. Not since we launched CinemaScope itself o historic evening of September 16, 1953, have we of 20th Century-Fox been so proud of a nical achievement.

It is the final fruition of the dreams of men who make and love motion pic We are confident the public will reward all of us for our unceasing efforts to bring them thing different, something better. And exhibitors will be particularly heartened to kno CinemaScope 55 can be exhibited in regular 35mm projection in theatres equipped for s phonic sound.

We of 20th Century-Fox appreciate, too, that technical research and advanc in itself is not enough. Our first responsibility is the production of the highest quality m pictures. When we launched CinemaScope we did so with an immortal subject, **TH ROBE.** Now we embark on CinemaScope 55 and our first attraction is the celebrate joyous Rodgers and Hammerstein masterwork, **CAROUSEL**, which played 1,01 formances in New York and is beloved round the world.

In these demonstrations you will see for yourself scenes from both this musical romance **CAROUSEL** and our second important production in Cinema 55, Rodgers and Hammerstein's **THE KING AND I**, the magnificent musica which ran for four years on Broadway and on tour.

Now, just 29 months after the beginning of CinemaScope exhibition, we loo ward to the opening of **CAROUSEL** in CinemaScope 55 at the Roxy Theatre, New

CINEMASCOPE 55

MORE THAN YOUR EYES HAVE EVER SEEN!

the night of February 16, 1956, to be followed immediately by openings throughout the United States and in all the capitals of the world.

I want to express my eternal obligation to the army of industrious co-workers at our studios whose technical genius and dedicated research brought into being this new milestone of progress. And I wish to reaffirm my gratitude to the exhibitors of America. It is their support which inspires us at 20th Century-Fox to strive constantly to improve conditions in our industry.

Believe me, it is an industry I am proud to be part of and to serve, just as I am so very proud to be a member of the organization that is always planning ahead and moving forward, to an ever brighter future for us all.

Sincerely,

President,
20th Century-Fox Film Corporation

PEOPLE

Jerry Lewis will be the toastmaster at the Screen Producers Guild "Milestone Awards" banquet at the Beverly Hilton Hotel on Jan. 29.

◆

William H. Curran, Midwest regional representative of the Foreign Policy Association, will be the moderator of a discussion on foreign films compared to Hollywood product at a meeting of the Greater St. Louis Better Films Council on Friday.

◆

Rickie Lebowitch has begun her 24th year as secretary of the Cleveland Motion Picture Exhibitors Association.

◆

Lee Thor and **Carl Ryden** have been named assistant managers of the Loew Warfield Theatre, San Francisco.

◆

Mario Lanza has been named honorary motion picture chairman for the 1956 Easter Seals campaign on behalf of crippled children.

◆

Thomas S. Jennings has been named media director of Roy S. Durstine, Inc., effective immediately.

◆

Syd Eiges, vice-president in charge of press relations for the National Broadcasting Co., is an instructor at Columbia University teaching broadcasting publicity.

◆

Ralph W. Budd, director of personnel of Warner Bros. Pictures, will be the speaker at the Springfield Motion Picture Council at the Sheraton-Kimball Hotel in Springfield, Mass. on Friday.

Waldman Acquires Buffalo Exchange

BUFFALO, Jan. 17.—George J. Waldman, who owns the Realart Film Exchange of New York, has taken over the Lieser Film Distributing Co., of which Lou Lieser has been the head for several years and who now is booking a few pictures which he continues to hold. He expects to announce a new connection in the industry soon.

Minna Zachem, who was booker for Lieser, has been named manager of the new local Waldman branch, to be known as George J. Waldman Films and which has opened an office in the Film Building. Waldman controls some pictures for the entire state, some for the New York City Metropolitan area and some for Buffalo and Albany only.

REVIEW:

There's Always Tomorrow

Universal—International

The producer-director team of Ross Hunter and Douglas Sirk, which has done right well with such Universal pictures as "Magnificent Obsession" and "All That Heaven Allows," again has a romantic drama in "There's Always Tomorrow." However, their latest effort, which stars Fred MacMurray, Barbara Stanwyck and Joan Bennett, doesn't quite measure up to the forerunners; in fact, it has the shape and form of a soap opera.

This is not to say that it is cheap or tawdry in any department, or that a large segment of the female population will not find it appealing. It has been handsomely mounted; there are no false heroics; the ladies are beautifully dressed, and the photography is excellent. The central situation, however, is an only moderately interesting triangle, developed through endless conversation in Bernard C. Schoenfeld's screenplay. The most inventive of the devices used to push the plot onward and upward is the old trick of having one character accidentally overhear—and misconstrue—another's private conversations.

MacMurray is seen as a successful West Coast toy manufacturer, married nearly two decades to Miss Bennett and the father of three fine children. When an old flame, Miss Stanwyck, now a successful dress designer, turns up by chance, MacMurray begins to see how his family takes him for granted. His house—as his telephone—is dominated by his bumptious children and his wife is so busy tending to their needs that she hasn't time even to have an anniversary celebration with him. The guy is thus fair game for the beautiful and lovely career woman.

The story's principal conflict stems from the antagonism between MacMurray and his two eldest children, William Reynolds and Gigi Perreau, who mistakenly believe their father to be having an affair with Miss Stanwyck. The climactic scene is their confrontation of Miss Stanwyck, and, in turn, her vow not to break up their home, coupled with a strong denunciation of the way the children have turned their father into an automaton. The lady returns to her high fashion world in New York and MacMurray and Miss Bennett take up their life again with new hope.

The three stars are attractive and honest in roles that are written without much dimension. The most appealing member of the cast is vivacious Pat Crowley, seen as the pretty and level-headed girl friend of Reynolds and who knows from the beginning that the various suspicions are unworthy of the son and daughter.

The screenplay is based on a story by Ursula Parrott. "There's Always Tomorrow" is an always professional job with built-in ladies appeal. Other members of the audience, however, will want something more substantial.

Running time, 84 minutes. General classification. For February release.

'Fantasia' to Feature Adjustable Screen

Arrangements have been completed for the opening of Walt Disney's "Fantasia," at the Normandie Theatre in New York on Feb. 9, it was announced by Leo F. Samuels, president and general sales manager of Buena Vista Film Distribution Co. It will be an exclusive first showing of the Disney re-release. Engagements in other cities will follow.

Originally released in 1940, "Fantasia" employed both a wide screen and multiple soundtracks for stereophonic sound. For its new presentation, the film will feature another electronic development — a SuperScope lens which permits instantaneous enlargement of the picture from standard to CinemaScope proportions, and the reverse. By means of an interlocking mechanism, the theatre screen itself will be correspondingly enlarged or contracted.

Altec to Supervise 'Scope 55 Showings

C. S. Perkins, operating manager of Altec Service Corp., has announced that 20th Century-Fox had chosen his organization to supply technical supervision of various forthcoming trade demonstrations of "Carousel," the first Fox production to be photographed in 55 mm. dimension.

Perkins has assigned Bruce Newborn, one of Altec's Southern division branch managers, and C. S. Lundy, field engineer attached to Altec's Central division, to take care of the technical chores attendant upon the nation wide showings which will introduce the new wide screen version of CinemaScope.

Altec sound engineers performed in a similar capacity during the trade showings and premieres which marked the introduction of "The Robe," the first production to be filmed in CinemaScope.

TENT TALK

Variety Club News

BUFFALO.—Former Council pr dent Elmer F. Lux, was instal for a third term as chief barker Tent No. 7, Variety Club of Buff at a dinner-dance in the club's D ware avenue headquarters. Mur Weiss of Boston, northeast repres tative of Variety Clubs Internatio was the installing officer.

Other 1956 officers installed we First assistant chief barker, Ha Bennett; second assistant, George Mackenna; secretary, V. Spencer I ser; treasurer, Manford Pickrell, these new directors: Peter Bec Edmund C. DeBerry, Robert Hay of Niagara Falls, Marvin Jac Charles B. Kosco and Jack Mundst

◆

ALBANY—The first dinner preview for Variety Club mem and their wives, in the new Shera Ten Eyck Hotel rooms, was with Jules Perlmutter, as chair of the entertainment committee, sisted by Norman Jackter and Zuckerman.

Having been successful with first dinner and screening for m bers and wives since moving into rooms at Sheraton-Ten Eyck H the Variety Club scheduled ano affair, a "Sweetheart's Luncheon," Feb. 13.

It will feature a fashion show sp sored by Joseph Yezzi, owner o women's store. A total of 122 enjo cocktails and a smorgasbord, follo by a showing of "The Big Knife" the first affair.

Japanese Attendan Up 15% Over 1954

By A. C. PINDER

TOKYO, Jan. 12 (By Air Mai Japan's film business set an all-t attendance record in 1955 wit total of 877,000,000 admissions, average of 10 per year for every m woman and child in the country.

Japanese producers also set a r ord in the year with 420 feat length films.

Television has had no effect theatre attendance in Japan exc perhaps, to stimulate it slightly a result of its extensive use as a advertising medium. There is a b in new theatre building here, w 4,682 theatres, 10 per cent of t equipped with wide screen, now operation. This represents a 10 cent increase over 1954.

Fewer Foreign Films Shown

Exhibition of foreign films in Ja dropped to 195 in 1955 from the p vious year's total of 205. Howe the foreign films accounted $60,500,000 at the box office, w Japanese films brought in only $ 000,000. American films compri 68.5 per cent of the total, or films.

Universal-International CONFIDENTLY PRESENTS 1956's
MOST EXCITING NEW SCREEN PERSONALITY
Miss Cornell Borchers
Soon to
be seen
in her first
American
picture
"Never Say
Goodbye"
co-starring
ROCK HUDSON
CORNELL BORCHERS
GEORGE SANDERS

"Universal-International is searching the whole world for new personalities...new faces with proven talent."—ALFRED E. DAFF

Arbitration

(*Continued from page* 1)

tation of the completed arbitration draft to the SSBC would serve in itself as evidence of distribution's willingness over a long period of time to negotiate with exhibitors in the hopes of achieving machinery for handling exhibitor-distributor grievances and finding solutions to many of the problems that create dissatisfaction within the two camps and lead to litigation.

It was pointed out also that submission of the draft to the SSBC at the scheduled hearing on industry practices also might provide exhibitor-distribution with a valuable, semi-official appraisal of the draft prior to its submission to the Department of Justice. This would leave exhibitor-distributor negotiators with an opportunity to remedy defects of any consequence in the draft which might come to light if it were introduced as an exhibit or for discussion at the hearing, it was said.

Must Have Federal Approval

Any arbitration plan must be approved by the Department of Justice and the Federal court before it could be put into effect. The plan resulting from several years of negotiations primarily between TOA and a distributors' negotiating committee is ready for submission to the Department now, but is said to have been delayed pending a decision on whether or not it should be used as an exhibit at the SSBC hearings first.

Loew's Group Meets

(*Continued from page* 1)

were listed by Wall Street sources yesterday as follows:

¶ The upcoming annual meeting of Loew's stockholders on Feb. 23.

¶ Walter Winchell's broadcast last Sunday heralding Loew's stock as a good buy.

¶ Publication of the company's annual report yesterday.

¶ Recurrent rumors that various principals are interesting in gaining stock control of the company.

A Loew's management spokesman attributed the upsurge in buying on Monday to Winchell's broadcast. In response to a question, he said he was aware of the meeting on Jan. 10 of Loew's stockholders.

Denies Plan to Gain Control

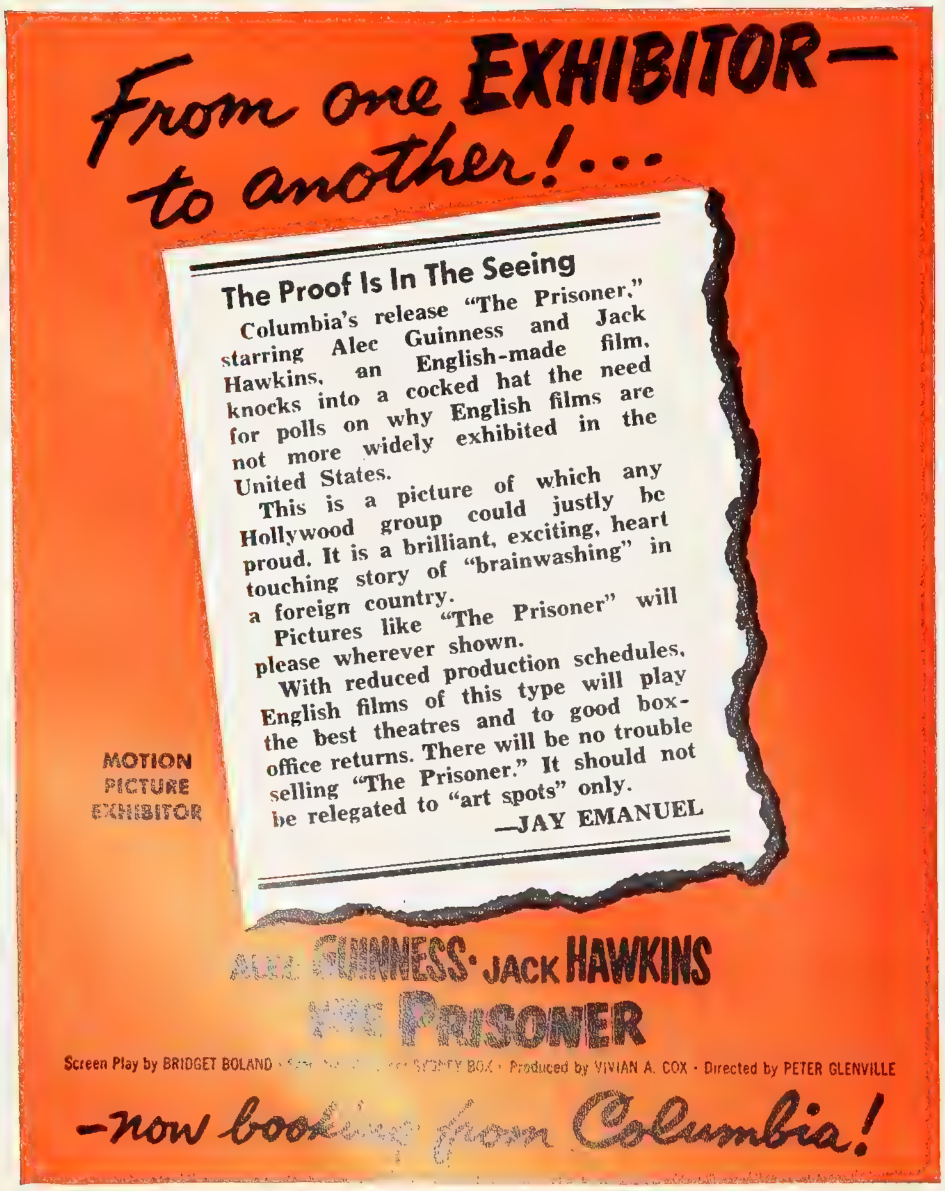
A spokesman for the stockholders' group denied that the recent market activity was caused by any large buying by members of the group. He described the group's membership as stockholders of record, not intent on gaining control of the company by stock purchases.

The group's program, along with other proposals of other stockholders, may be aired at the Feb. 23 stockholders meeting.

According to the Loew's proxy statement, mailed to stockholders yesterday, 13 directors are to be elected. Nominees, all of them directors now, are George A. Brownell, G. Rowland Collins, Howard Dietz, F. Joseph Holleran, Eugene W. Leake, Arthur M. Loew, Benjamin Melniker, Charles C. Moskowitz, William A. Parker, Charles M. Reagan, J. Robert Rubin, Nicholas M. Schenck and John L. Sullivan.

Judge Louis Goldstein, representing the Leon Lowenstein Foundation, owner of a considerable block of stock, and who was vocal at the last annual meeting of Loew's stockholders, attended the meeting on Jan. 10 at Stein's offices. Object of the meeting was said to be to formulate a constructive program to present to management.

Some of those at the Jan. 10 meeting said yesterday they did not necessarily consider themselves friendly to management, but did not elaborate. However, even among the latter, the Wall Street reports that a proxy contest was in the making for the annual meeting were discounted.



From one EXHIBITOR—to another!...

The Proof Is In The Seeing

Columbia's release "The Prisoner," starring Alec Guinness and Jack Hawkins, an English-made film, knocks into a cocked hat the need for polls on why English films are not more widely exhibited in the United States.

This is a picture of which any Hollywood group could justly be proud. It is a brilliant, exciting, heart touching story of "brainwashing" in a foreign country.

Pictures like "The Prisoner" will please wherever shown.

With reduced production schedules, English films of this type will play the best theatres and to good box-office returns. There will be no trouble selling "The Prisoner." It should not be relegated to "art spots" only.

—JAY EMANUEL

MOTION PICTURE EXHIBITOR

ALEC GUINNESS · JACK HAWKINS

THE PRISONER

Screen Play by BRIDGET BOLAND · [illegible] SYDNEY BOX · Produced by VIVIAN A. COX · Directed by PETER GLENVILLE

—now booking from Columbia!

N.Y. Tent Names 3 Committees for Year

New York Variety Club's Tent No. 35 yesterday named three committees for the coming year.

George Brandt and Harold Rinzler were appointed co-chairmen of a committee which will seek permanent quarters for the club; Robert K. Shapiro was named chairman of the membership committee, and Sol Tranner was named as chairman of the film exchange areas committee seeking ads for the International Variety Clubs' conventional Journal.

Ten Features in '56 Planned by Corman

HOLLYWOOD, Jan. 17.—Producer-director Roger Corman, who commenced producing independently in 1953, producing one picture that year, two in 1954 and five in 1955, today announced he will produce 10 features in 1956, starting with "Yellow Rose of Texas," which begins Monday.

MCA Production Post In East to Abrahams

HOLLYWOOD, Jan. 17.—Lew R. Wasserman, president of Music Corp. of America, today announced the appointment of Mort Abrahams as vice-president in charge of all live and filmed East coast production for television, a newly created post.

'Demon' to Guild

"Golden Demon," produced in Eastman color by the Daiei Motion Picture Company which made "Gate of Hell", will have its American premiere on Jan. 30, at the Guild Theatre here, it is announced by Norman Elson, president of Guild Enterprises. Edward Harrison is distributing the film in the United States and Canada.

Ethics Code

(*Continued from page* 1)

professional ethics are effectiv
dealt with. On the contrary, he sa
many producers, writers, and dir
tors not only leave the entire burd
of moral and taste responsibility
to major production-distribution co
panies, but often appear to be try
to outwit, rather than cooperate w
the Production Code Administrati

Farrow said that guilds should
up standards of ethical procedu
making compliance of members ma
datory under penalty, as the first st
toward supplying total support to
Production Code. Citing observati
made during his recent world t
regarding the extent to which Am
ican films determine foreign reg
for the American way of life, Farr
said that personal and professio
responsibility of each individual
gaged in the creative area of prod
tion is tremendous beyond comm
every-day appreciation.

Academy Ballots

(*Continued from page* 1)

ble to participate in the nominati
process. Results will be disclosed
Feb. 18 on an Oldsmobile-sponsor
90-minute telecast over NBC fr
its Burbank studio. Following th
event, Academy members will el
"Oscar" winners from the nominat
candidates.

Final winners will be announc
on March 21 on another Oldsmob
90-minute NBC telecast.

Participating in nominations
1,710 Academy members; 11,0
members of the Screen Actors Gui
528 members of the Screen Direct
Guild; 579 members of the Scre
Writers Guild and 966 members
other technical crafts.

Final voting for "Oscar" winn
is limited to Academy members on

Departmental Plan

(*Continued from page* 1)

publicity department, and David Ca
tor the exploitation department.
is expected that this arrangement,
effect previously, will be resumed
the immediate future, at least.

Lieber is scheduled to leave he
for the Coast on Friday where he
to handle campaigns on special pr
ductions for 20th Century-Fox at t
studio starting Feb. 1.

Pathe Gets Dismiss

(*Continued from page* 1)

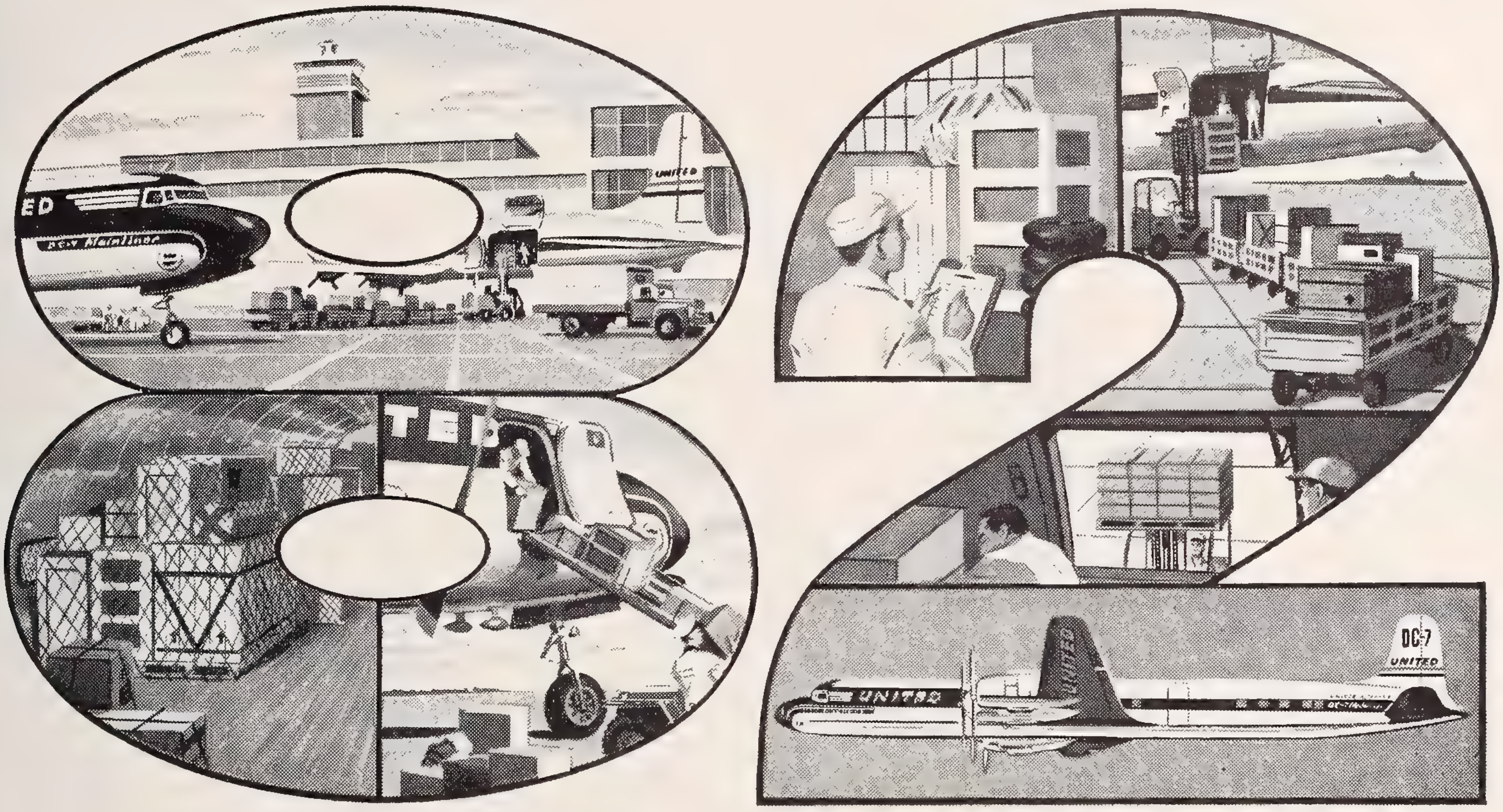
of the description "Technicolor"
anything but the patented imbibiti
process.

The defendants, opposing Path
dismissal petition, charged that t
Pathe suit was not instituted in go
faith and should have been dismiss
with prejudice.

ATONJ Holds Meeting

A number of industry issues we
discussed at a meeting which w
held by the membership of Allie
Theatre Owners of New Jersey he
yesterday.

ONLY UNITED AIR LINES Air Freight links the East, the Midwest and all the Pacific Coast—serves 82 cities

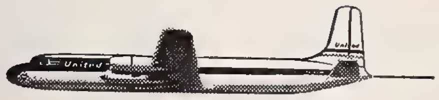

UNITED
DC-7 Mainliner
DC-7
UNITED

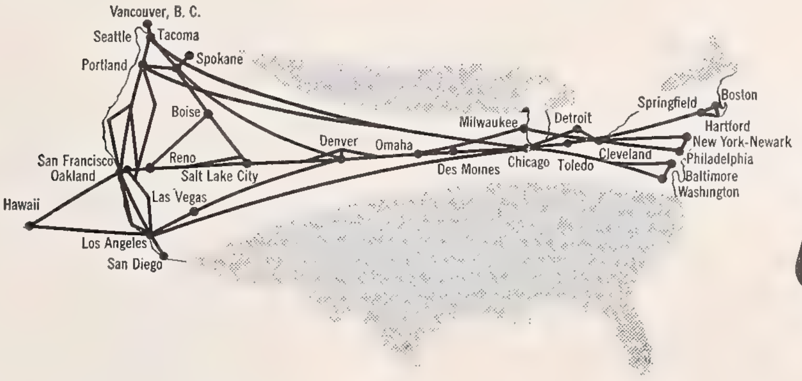
Whatever you ship, wherever you ship, here's an important fact to keep in mind. United Air Lines links more domestic markets in the East, the Midwest, along the Pacific Coast and Hawaii than any other carrier, air or surface.

In fact, to enjoy the shipping coverage provided alone by United's Main Line route, you would have to call on 2 or 3 other major transportation systems.

Remember, too, United gives you fast, convenient connections at any one of these 82 cities on its Main Line Airway to speed your shipments to any other part of the nation or world. In coverage, convenience and all-out air freight service, United Air Lines is *first* among all domestic carriers.

Call the nearest United Representative or
write for free booklet, "Industry's Flying Partner."
Cargo Sales Div., Dept. N-1,
United Air Lines, 5959 S. Cicero Ave., Chicago.




Vancouver, B. C.
Seattle
Tacoma
Portland
Spokane
Boise
San Francisco
Oakland
Reno
Salt Lake City
Las Vegas
Hawaii
Los Angeles
San Diego
Denver
Omaha
Des Moines
Milwaukee
Chicago
Detroit
Toledo
Cleveland
Springfield
Boston
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Washington

UNITED
AIR LINES

'Reds'

(*Continued from page* 1)

unions, and the committee has identified a number of the leaders of the communist faction within the New York local of the American Federation of Television and Radio Artists," the committee said. It also declared that "radio and television networks continue to use the talents of communist party members because of inadequate information and investigative facilities, and that "a communist-supported propaganda campaign against 'blacklisting' has completely falsified the true hiring policies applying to entertainers."

Communist party members operating with the entertainers' unions have been trying to discredit the non-communist leadership in hope that the party would eventually gain control, the report stated.

Weinbrenner Dies

ST. LOUIS, Jan. 17.—J. Ray Weinbrenner, who served as counsel for the old St. Louis Film Board of Trade from 1920 to 1926, died here of a kidney disease complicated by a heart condition. He was active for many years in Republican politics and held many judicial and legislative positions.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

SEVEN top shows including Tennessee Ernie Ford, Pinky Lee, Tony Martin, Dinah Shore, Eddie Fisher, Jack Bailey and Jimmy Durante, are slated for mobile unit NBColorcasts within the next few weeks. Tests are designed to determine what architectural changes may be necessary to convert some of the present black and white facilities to color studios. . . . Dowd, Redfield & Johnstone, Inc., is the new agency for NBC Film Division advertising, exploitation and merchandising with Jack Bradfute, account executive. . . . TV and motion picture execs should take a gander and give a listen to beautiful young Bernice McLaughlin, who was a sensation last season with the Stock Company in Bermuda. Although she's sprinkled with star dust, Bernice is working her way to theatrical heights as a hatchick at Pepi D'Albrew's Chapeau Rouge Nitery.

☆ ☆ ☆

Dr. F. Horwich

"Ding Dong School's" charming Miss Frances will bring her morning NBClasses from Chicago Jan. 23 and 24 with the following week's program emanating from Hollywood, returning to New York Feb. 6. "Miss Frances" is Dr. Frances Horwich, originator of the wonderful series. . . . Charlie Garrett, formerly announcer-emcee at KDKA, Pittsburgh, who was brought east by Charlie Conaway, has been signed as the new announcer on "Two for the Money," CBStarting next month. . . . The George Jessel pilot film, an audience-participation quizzer now making the Madison Avenue rounds, features pretty Marie Worsham as Jessel's 'goil foil.' . . . Motion picture producer Lester Cowan and his wife, composer Ann Ronell, have been signed to NBCreate and produce a number of color spectaculars, the first, an adaptation of the Cowan-Ronell original musical comedy "Oh Susanna," with the book by Florence Ryerson and the late Colin Clements, the story about Stephen Foster and E. P. Christy, the "Barnum" of early American show business. Team will also write-produce-direct a musical TVersion of "The Story of G I Joe," award-winning motion picture produced by Cowan with Miss Ronell nominated for an Oscar for her musical direction.

☆ ☆ ☆

Paul Lavalle

After almost two decades on the air, the NBCities Service "Band of America" series, with Paul Lavalle conducting during the past seven years, bowed off the nets last Monday. However, don't be surprised if this sponsor returns with another musical program because the talented Lavelle has been retained by the company as musical consultant. . . . David Swift, who last month won acclaim for his adaptation and direction of a 60-minute treatment of Stephen Schweig's "The Royal Game" on "Omnibus," and creator of the "Mr. Peepers" series, has sold his murder mystery, "This Business of Murder" to Fred Coe. Warner Bros. is studying the script and are seriously considering a pre-telecast purchase, the story set for TV on NBCoe's "Playwrights 56" Tuesday, Jan. 31. . . . Replacing "The Morning Show" on CBS-TV will be a new series starring Will Rogers, Jr., who's been CBSigned exclusively for a long term. Will has been blessed with his beloved dad's winning smile, propensity for gab and sincere love of people.

☆ ☆ ☆

ABChieftains beaming because in the past six weeks they've rung up more than $7,000,000 in radio billings to five new sponsors. . . . After several years of special TV promotion for Kate Smith, Edgar Bergen, "Luncheon at Sardi's" and program chairman for Radio-TV execs Society, Oscar Kanny has been named ass't to Commissioner Richard C. Patterson of NYC's Dep't of Commerce and Public Events. . . . Howard Rodman, who wrote several scripts for "Studio One," has just completed a screenplay, "The Comic," which Joe Cates will produce and direct. Hal March, emcee of the "CBSixty-Four Dollar Question" which recently won the award as "Best Audience-Participation Quiz" in TV Today-FAME 7th Annual Poll, and who, himself won personal honors in this Poll, finishing second to Garry Moore (Best Emcee in TV), is slated for the lead role in the film.

Radio Drive

(*Continued from page* 1)

stated. Announcement of the
was made in New York by
Century-Fox vice-president Ch
Einfeld and Arthur Hull Hayes, p

dent of the CBS radio network, following a series of conferences between executives of the two companies in in the past week.

Charles. Einf

Motion picture companies have purchased spot and local radio time in past years to promote new films, it was po out, but the 20th Century-Fox is said to represent the first spo ship of full network radio prog by a film corporation.

In Effect Feb. 8

The contract, which goes int fect for a three-week period sta Feb. 8, will see segments on the entertainers' top-rated network s sponsored by the film company, ing an estimated total of 116,08 audience impressions in every se of the country.

Setting the stage for the b world premiere of "Carousel" on 16 at New York's Roxy Theatre other key cities in mid- and February, the attraction starring don MacRae, Shirley Jones, Car Mitchell and Barbara Ruick wi ceive multiple citations on the programs during the peak pre- ing weeks.

Family Audience Stressed

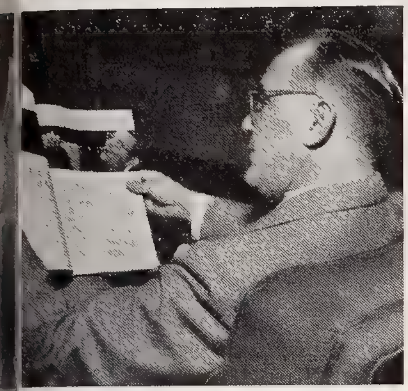
The selection of the eight pe alities is keyed to gaining all ments of the radio audience as as the largest possible number o tential ticket-buyers, it was s The family audience will be re via the Bing Crosby, Edgar Be Jack Carson, Galen Drake and Massey shows; while the younge groups will be reached on the Potter and Mitch Miller stanza

In commenting on the pur Einfeld said: "We have decide this full-scale use of network ra our advertising because we fee an important supplement to our paper, magazine, billboards an campaigns. We feel that ne radio, with it vast audience at- and in cars, will be able to brin advertising message to the infre motion picture clientele attr more millions of patrons to th where 'Carousel' will be exhibi

Key Executives Conferred

Film company executives p pating in contract discussions Martin Michel, TV and radio tor; Abe Goodman, advertising ager; and Rodney Bush, exploitation manager. CBS toppers were Fein, CBS radio vice-president William Shaw, network sales ager, CBS radio.

ational
re-Selling



e subject of "The Benny
odman Story" takes a look
the six-page editorial fea-
e in "Collier's".

ITH pictures in full color, car-
toons by Hirschfield, and a col-
on of nostalgic photos, a six-page
ıre in the Jan. 20 issue of "Col-
" tells the fascinating back-
nd story of the career of Benny
dman. It is perfectly timed ahead
ıe February national release dates
Universal's long-awaited "The
ıy Goodman Story," which is ad-
sed in the same issue of "Col-
," and in a comprehensive list
ther national magazines in circu-
n at this time. Encouraged by
record success with "The Glenn
er Story," Universal has left no
unturned in the total pre-selling
for "The Benny Goodman Story."

•

he star of "War and Peace" and
ak Khan," Anita Ekberg, is the
r girl on the Jan. 16 issue of
e." In the same issue is a pic-
l story of the Swedish Miss
erg led off by a full-page color
o in which she plays Tolstoy's
cess Helene in "War and Peace."
addition, there is an eye-arrest-
scene taken on the set of Co-
bia's "Zarak Khan."

•

Ielen of Troy" was awarded the
ial Merit Medal for February by
ents" Magazine.

•

ınday supplements in newspapers
ved a substantial gain in motion
ure advertising for the year of
, with a total of 26.2 pages, as
pared to 15.2 pages for 1954. Reg
quin, "Parade's" New York sales
ager, points out also the extent
dded editorial activity for motion
ıres. For example, "Parade" ac-
led a total of 77 per cent more
orial space to motion pictures in
5, and almost 50 per cent of its
ers were devoted to film celebri-
"Parade" is distributed in 52
day newspapers with an aggregate
ulation of almost seven million.

•

Kismet" is advertised on the table
ontents page of "McCall's" Feb-
y isue.

WALTER HAAS

St. Louis Houses Give 'Good Conduct Passes'

Special to THE DAILY

ST. LOUIS, Jan. 17.–"Good Conduct Passes" to the New Comet, Douglass, West End, and Strand Theaters here, are being supplied to school principals by Tommy James, owner of the theaters. Each week, the principals in schools in the areas served by the theaters, give out the passes to eligible pupils, which are honored at the theaters.

Ask Balto. City Court To View 'Amazon'

BALTIMORE, Jan. 17.–Censorship of the film "Naked Amazon" has been appealed to Baltimore City Court where a judge will be asked to view the motion picture in connection with the appeal hearing. Times Film Corp., of New York, filed the appeal against the Maryland State Board of Motion Picture Censors.

In the proceedings, constitutionality of the Maryland censor law is attacked by Bilgrey and Levinson, New York law firm, and David Ross, Baltimore attorney.

Had Considered Appeal

Chairman C. Morton Goldstein of the Maryland Censor Board and Mrs. Maude B. Dorrance, board member, on Dec. 14 considered an administrative appeal of a censorship order issued the previous month. The ruling called for elimination of scenes where the persons were shown nude below the waist.

The court was asked to issue a license permitting the film to be shown in its entirety.

31 Pictures Before Cameras on Coast

HOLLYWOOD, Jan. 17.–Camera work started on six new pictures last week while three others reached the completion stage, for an over-all total of 31 pictures in production.

Started were: "Cattle King," CinemaScope, Eastman Color (Allied Artists); "Return of Custer," Producers-Actors Corp., Technicolor (Columbia); "Death of a Scoundrel," Charles Martin Productions (Independent); "The Fastest Gun Alive," (Metro - Goldwyn - Mayer); "Fragile Fox," Associates & Aldrich (United Artists); "Behind the High Wall," (Universal-International).

Completed were: "Dakota Incident," Trucolor (Republic); "Johnny Salvo" and "Written on the Wind," Technicolor (Universal-International).

Secor Leaves Altec

Clarence Secor, associated with Altec Service Corp.'s New York headquarters' staff for a number of years, has resigned from the organization. Secor handled various booth parts as well as the projection products for Altec.

20th Ready

(Continued from page 1)

Skouras, distribution director Al Lichtman, vice-president Charles Einfeld, executive assistant general sales manager, W. C. Gehring and N. Y. exchange toppers are heads of circuits, independent theatre owners and operators, bookers, film buyers and promotional executives of theatres in the metropolitan area.

Exhibitor guests will be joined by presidents and executives of the major distributing companies and members of their respective sales and advertising, publicity and exploitation staffs; as well as representatives from trade associations and theatre equipment suppliers.

Newspaper representatives will be drawn from the industry and metropolitan press, including publishers, editors and reporters, along with a full gathering of nationally-syndicated columnists, feature syndicate writers, consumer, fan and technical magazine editors and TV and radio officials.

Foster Heads . . .

(Continued from page 1)

vision. He was with CBS since 1938. Before that he was a sports writer and reporter with the "New York Journal-American" and the "New York Times." Foster got his B.S. at the City College of New York and his LL.B. at Fordham University. He is a member of the New York bar. He served four years during World War II with the U. S. Army Engineers and the U. S. Air Forces, mustering out in 1946 with the rank of captain.

ABC Elects Three New Vice-Presidents

The election of three vice presidents of the American Broadcasting Co. by the board of directors of American Broadcasting - Paramount Theatres, Inc., was announced by Robert E. Kintner, president of ABC.

They are: Robert F. Lewine, vice president and director of the program department, ABC Television Network; James A. Stabile, vice president and director of the business affairs department, ABC; Mortimer Weinbach, vice president and director of labor relations and personnel, ABC.

Charles Nelson, 72

ST. LOUIS, Jan. 17. – Charles Francis (Bat) Nelson, 72 years old, who retired after 27 years as stage manager for the Majestic Theater in East St. Louis last December, was buried from the First Presbyterian Church in Granite City, Ill., Friday, January 13. He was burned to death in a fire at Memphis.

Memphis Passes 'Arm'

MEMPHIS, Jan. 17.–"The Man With the Golden Arm," which was denied the Production Code Seal, has been passed by the Memphis and Shelby County Board of Censors.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"LITTER BUG" is the name of a new field cleaning machine for drive-in theatres, which has been marketed by the Mid East Sales Co., Cincinnati. The manufacturer states it will collect 90% of all litter, including large popcorn boxes, paper cups, carry-out trays and paper plates, down to ticket stubs, cigarette butts, nut shells, ice cream sticks and wooden spoons. It is also said that the machine will collect trash from gravel surfaces without lifting gravel or stone. The unit is powered by a Briggs Stratton 2½ h.p. engine.

•

The Popcorn and Concessions Association (formerly International Popcorn Association) will begin its 1956 schedule of regional meetings with the annual Western Conference on February 29 at the Desert Inn, Las Vegas. President Bert Nathan advises there will be two segment sessions—one for theatre-concession operators and the other for manufacturers and wholesalers. Speakers are to be industry executives, serving as discussion leaders on an agenda of current topics. One will be Nathan.

•

Bob Bemis of the Walter G. Preddey Theatre Supply Company, Reno, recently installed his 100th Bodde projection screen. It was placed at the Granada Theatre in Reno. In order to achieve a maximum width for the screen—50 by 26 feet—there had to be special fire exit construction.

•

The Dixie Cup Company, Easton, Pa., has introduced a new series of cups especially designed for theatres. Those for drinking feature messages to promote theatre attendance and come in five sizes and five colors. They have two-tone designs in lavender, green, red, blue and brown. Sizes are 6, 7, 9, 12 and 16 ounces.

•

The Ampex Corporation, Redwood City, Calif., has announced a new single-track system for reproduction from CinemaScope prints in theatres having only one amplification-speaker channel (as for optical sound). It comes complete with two reproducers.

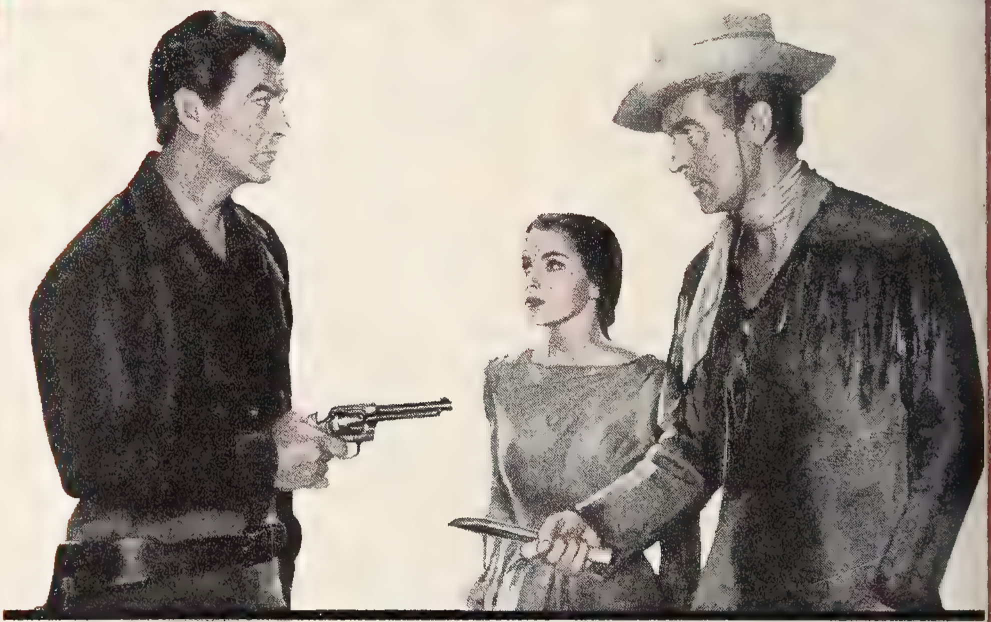
•

"Doc" Faige of Norpat Sales, Inc., New York, has announced a campaign for overseas sales of Aaron Nadell's new book, "Master Guide to Theatre Maintenance." He believes that even in countries where English is not widely read, many exhibitors will "struggle through" a book of this type because of the importance to them of its subject matter.

STAMPEDE OF 1000 WILD BUFFALO!

NEVER SUCH SCENES! WILL LIFT THE FOLKS OUT OF THEIR SEATS! IT'S GREAT! M-G-M's "THE LAST HUNT" FILMED IN DAKOTA BAD LANDS!

When this thundering herd comes stampeding at your audience and your theatre trembles with the terror of frantic, pounding hoofs; when Robert Taylor, as the kill-crazy hunter, and Stewart Granger, who foresees the extermination of the buffalo, come to grips over a beautiful Indian girl; when the thrills of "THE LAST HUNT" and the majesty of its backgrounds in CinemaScope and Color unfold on your screen, you'll know you have one of the BIGGEST attractions of 1956!



M-G-M presents in CINEMASCOPE

"THE LAST HUNT"

Starring

ROBERT TAYLOR
STEWART GRANGER
LLOYD NOLAN • DEBRA PAGET • RUSS TAMBLYN

Screen Play by RICHARD BROOKS
Based On the Novel by MILTON LOTT • Photographed in EASTMAN COLOR
Directed by RICHARD BROOKS • Produced by DORE SCHARY
(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

M-G-M WEEK—FEB. 5-11 • *"An M-G-M Picture On Every Screen of the World"*

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 79. NO. 13 NEW YORK, U. S. A., THURSDAY, JANUARY 19, 1956 TEN CENTS

ate Survey

ersey Allied eeks Data for BC Hearings

it Asking Information Theatre Problems

By LESTER DINOFF

ata on all phases of theatre ations, construction and the per- it problems currently affecting tres are being sought in a survey h Allied Theatre Owners of New y is conducting among its mem- , according to ATONJ presi- Sydney Stern.

compilation of the survey, a tionnaire with about 300 ques- s, will take place in about a week, stated yesterday, adding that all of the answers are tabulated,

(*Continued on page* 6)

wling, O'Neil and nzler Will Receive otherhood Awards

obert W. Dowling, Thomas F. eil and Samuel Rinzler have been ed recipients of the annual herhood Awards of the National ference of Christians and Jews, it announced by William J. Heine- and Spyros S. Skouras, Jr., na- l co-chairmen of the 1956 herhood Week drive sponsored the amusement industry.

he awards, honoring contributions etter understanding among Amer- s of all faiths, will be made at amusement industry's Brother- l Dinner at the Waldorf-Astoria el in New York on Jan. 31.

owling is president of the City

(*Continued on page* 6)

ame Mindlin Figaro l-Publicity Head

obert Lantz, executive vice-presi- of Figaro, Inc., announces the ointment, effective immediately, Michael Mindlin, Jr., as the pro- ing company's director of adver- g, publicity and exploitation.

lindlin recently returned from

(*Continued on page* 7)

INP Wirephoto

The first of a series of glittering premieres in the capitals of the world for Howard Hughes' $6,000,000 RKO release, "The Conqueror," took place last night in Manila at the Avenue Theatre. Heading the procession of prominent government and social figures who attended the charity-sponsored debut of the CinemaScope-Technicolor spectacle, starring John Wayne, Susan Hayward and Pedro Armendariz, were the President of the Philippines, Ramon Magsaysay, and his wife, right.

(*Advt.*)

Industry to See New Medium Today

Skouras to Discuss Fox's Stepped-Up Program at '55' Demonstration Here

Spyros P. Skouras, president of 20th Century-Fox, will deliver a keynote address today at the first of a world-wide series of exhibitor, newspaper and opinion-makers' demonstrations of the company's new CinemaScope 55 process being introduced to the public with the $5,000,000 adaptation of Rodgers & Hammerstein's "Carousel".

The program will be held at New York's Roxy Theatre, before a gathering of theatremen from all parts of the metropolitan area, film distributors, newspaper publishers, editors, film writers, critics, columnists and representatives from TV, radio, wire services and national and fan magazines.

In his remarks, Skouras will discuss the company's amplified $70,000,000 program covering the production and release of 34 major attractions in CinemaScope this year to meet the requirements of exhibitors and the public. He will further describe 20th Century-Fox's extensive research program which resulted in the introduc-

(*Continued on page* 6)

First of Col.'s TV Films Ready Feb. 1

The first 13 motion pictures which have been selected from the 104 which Columbia Pictures is making available for television, through its subsidiary, Screen Gems, will be available for distribution to independent and network stations on Feb. 1, according to a Screen Gems representative.

The remainder of the product from the Columbia film library, which have been leased to Screen Gems, not sold outright, will be selected a short time later, it was stated.

The entire 104 Columbia films, all produced prior to 1948, will "be sold

(*Continued on page* 7)

Coyne Reports

Congressmen Are Cautious On Tax Bills

'Watchful Waiting' Is Apparent in Washington

By MURRAY HOROWITZ

An atmosphere of "watchful waiting" in regard to ticket tax relief was said to prevail in political circles in Washington by Robert Coyne, special counsel of the Council of Motion Picture Organizations.

Coyne told of his impressions after a six-day visit to the capital, where he held a series of conferences with Congressmen and political leaders, as well as appearing before a joint Congressional committee to oppose a special tax on admissions for Washington, D. C.

At the same time, Coyne announced that a meeting of the

(*Continued on page* 7)

Appropriation May Save Pennsylvania Censorship Board

Special to THE DAILY

HARRISBURG, Pa., Jan. 18.—Pennsylvania's Board of Censors could resume operation with a $235,000 budget under a measure before the House Appropriations Committee today following introduction by Reps. J. Dean Polen and Stephen McCann.

The appropriation, dropped from an appropriation to the Public Instruction Department last month, would pay salaries and other expenses of the board.

Twelve of the board's 18 employees were suspended last week because of a lack of funds.

Four Promotions in RKO Home Office

Four RKO Radio home office promotions were announced yesterday by Walter Branson, vice-president in charge of world-wide distribution.

Milton Altholz, who has handled various departments in the home of-

(*Continued on page* 6)

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, will return to New York today from Mexico and Cuba.

•

EDWARD L. KINGSLEY, head of Columbia Pictures' new special sales division for imported films, will leave here today for Paris, Rome and London.

•

HENRI SCHWARTZBERG, film buyer for American Theatres Corp., Boston, became a grandfather there this week when a child was born to his daughter, MRS. GERALD CHERRY.

•

RAY HELSEL, manager of the motion picture department of "This Week," is the father of a son born here yesterday to MRS. HELSEL at Doctors Hospital.

•

CAROLINE JANE BRUNO, daughter of MIKE BRUNO of the Tilton Theatre, Tilton, N. H., was married there to VINCENT DEPAUL PHAB, of Atlanta.

•

MEYER HUTNER, Eastern publicity representative for Samuel Goldwyn Prods., is in Dallas from New York.

•

ERNEST BORGNINE will arrive in New York from Hollywood tomorrow.

•

HERMAN WOUK, author, has returned to New York from the Coast.

•

WILLIAM WYLER has arrived in New York from Hollywood.

H-L Signs Odets to Multiple Film Pact

HOLLYWOOD, Jan. 18. – Hecht-Lancaster Productions has announced the signing of Clifford Odets to a multiple picture contract, according to George Glass, who today joined the independent production company in the newly created executive post entailing production and merchandising.

Odets' first undertaking will be the writing of the screenplay for his Pulitzer Prize story, "The Way West." His second will be the scripting and direction of one of his own works.

Glass will leave here this weekend for Europe with Harold Hecht, where the company's "Trapeze" is in final production.

'Richard' to Bijou

Laurence Olivier's production of Shakespeare's "Richard III" will open with a benefit premiere on Saturday evening, March 10, at the Bijou Theatre.

Holders Meet Awaits Loew's Return Here

Arthur M. Loew, president of Loew's, Inc., is due here from the Coast on Monday, a factor making possible a meeting shortly between Loew and the Loew's stockholders group.

Howard Stein, of the downtown brokerage firm, said that his group will seek a meeting with Loew upon his return from the Coast. Stein added that the meeting should take place before the annual stockholders meeting of Feb. 23. Due to accompany Loew here from the Coast are Nicholas M. Schenck, chairman of the board, and Howard Dietz, vice-president.

7 Disney Features For Release in '56

Seven Walt Disney feature productions have been scheduled for release during 1956, it was announced by Leo F. Samuels, president and general sales manager of Buena Vista, the film distributing arm of the Disney organization.

Completed and ready for national release on Feb. 1, is "The Littlest Outlaw," filmed in Mexico. "Song of the South," based on the stories of Joel Chandler Harris' "Uncle Remus," will begin with a 175-theatre booking in New England on Feb. 20.

Scheduled for June release is "The Great Locomotive Chase." July-August will see the theatrical release of "Davy Crockett and the River Pirates," again starring Fess Parker and Buddy Ebsen.

A fourth feature-length True-Life Adventure, "Secrets of Life," is next in line with its release scheduled for October. Disney's Christmas offering will be "Westward Ho, the Wagons," a life-action feature in CinemaScope and Technicolor.

An addition to the schedule is the re-release of Disney's musical production, "Fantasia," which will begin a series of big-city engagements in New York next month.

Cancel Sullivan Film

Because Ed Sullivan has found it impossible to arrange his television program and other commitments to absent himself from New York for the eight weeks required for the production of "The Ed Sullivan Story," Warner Bros. at his request, has agreed to release him from his commitment to make this season the feature length motion picture based on his career.

RKO Buys Novel

RKO has purchased "Underdog," a new novel by W. R. Burnett, from the galley proofs of the book to be published next Fall by Alfred Knopf.

Rockettes Alumnae Check to Will Rogers

G. S. Eyssell, president of Rockefeller Center, Inc., yesterday presented a check to the Will Rogers Memorial Hospital as a contribution to the sixth annual Christmas Salute from alumnae members of the Radio City Music Hall Rockettes.

In receiving the check, A. Montague, president of Will Rogers, recounted how much had been accomplished to benefit TB stricken amusement industry employees through the help of individuals and groups within the Industry, and he commended the Rockette alumnae on their spirit of compassion as evidenced by their generous support of the Hospital.

Coming at this time, Montague said, when every dollar is vitally needed to advance the tuberculosis healing and research programs at Will Rogers, the Rockette alumnae have bolstered the current Christmas Salute.

Returns on the Christmas salute are approaching the $100,000 mark, and there is every hope that, with the continuing efforts of the distributor and exhibitor chairmen, it will reach, and even surpass, last year's total of $150,000. Montague further stated that it was imperative that this year's Salute be the greatest ever, for the responsibilities of Will Rogers Hospital are mounting day by day.

Awards Saturday to Hecht and Borgnine

Harold Hecht, president of Hecht-Lancaster, will arrive in New York today to accept the award of New York Film Critics naming H-L's "Marty" as the best motion picture of 1955. The presentation ceremonies will be held at Sardi's on Saturday night, when Ernest Borgnine also will be honored as the best actor of the year for his performance in the film's title role. Borgnine will receive his citation from A. H. Weiler, president of the Film Critics, earlier in the evening on the NBC-TV Perry Como show.

Japanese Royalty to See 'The Conqueror'

The prince of Japan, Takamatsu, younger brother of the Emperor, and his princess will be among the regal patrons of the Tokyo premiere of Howard Hughes' "The Conqueror" on Jan. 29 at the Takarazuka Theatre, it was announced yesterday. The Cancer Institute, of which the prince and princess are principal supporters, will benefit from the sale of tickets to the debut, which is being sponsored by Japan's newspaper, "Mainichi Shimbun."

The Takarazuka Theatre is known to ex-GIs as the Ernie Pyle Theatre.

. . . NEWS ROUNDUP

Canadian Shipments Drop

A decline of Canadian film s ments to foreign markets is repo by the Canadian government w disclosed that $2,980,000 worth films were exported in the first months of 1955 in contrast to $3,1 000 in the 1954 corresponding per However, the report stated that shipments showed an upward tr in recent months, rising to $258, in October as against $171,000 September.

■

Symphony in Theatre

The John Hamrick circuit's pheum Theatre in Seattle will h the Seattle Symphony for the season. Due to popularity of the certs the organization has outgr the 1,670-seat Moore Theatre will switch to the 2,600-seat pheum, even though film book may be disrupted.

■

Filmack 'Extra'

The February issue of Film Trailer Co.'s publication "Inspirat will include an "extra," a six- supplement of promotional ideas are designed to pull theatre busi out of the January-February slu

■

New Drive-ins in N. E.

New drive-ins are slated Georgetown, Mass., and Mil N. H. The former, an 800-car pro is being constructed by Adam Rizzo of South Boston. The latt 500-car open air theatre, will be by Sidney Goodridge.

MANAGER AT LIBERTY
Competent—Experienced in all typ of exhibition—A-1 record in Metr politan Deluxe—Drive-in or Neig borhood Operation—Will go anywhe in U.S.A.—Permanent Location D sired—Your Best Offer. Box 11 M. P. DAILY, 1270 Sixth Avenu N. Y. 20, N. Y.

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NEW YOR 341 W. 44th

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PEOPLE

verett M. Jess has joined Trans- Inc., here as account executive ie firm's slidefilm division. He erly was with the Philip Boyer nization.

◆

orris Weinstein has been apted United Artists' Detroit city man. Weinstein formerly was on road for UA and he succeeds **nie Youngerman** who has been ferred to the company's New branch.

◆

anley Kane, executive counsel of h Central Allied, has been reaped to his 15th term as village ney in Golden Valley, suburb of neapolis.

◆

ill Glaser, owner of two theatres aribault, Minn., is retiring after ears in exhibition. He has sold aradise and Village Theatres to e Theatres, Inc.

◆

ck Sogg, M-G-M branch manin Cleveland, has been appointed ibutor chairman for Brotherhood k.

◆

y Schmertz, who is being transd from Cleveland to Indianapolis e he will be 20th Century-Fox ch manager, will be given a testial dinner later this month.

erseas Journalists Attend 'Troy' Bow

ie invitational, reserved-seat showof Warner Bros.' "Helen of ," to be held in honor of the seas Press Club of America, will ttended by leading members of organization, including Louis B. ner, president of the organiza- Whitelaw Reid, Dr. Benjamin en, Max Desfors, Merrill Mueller, ert Bayard Swope, Lawrence ak, Hal Boyle, Victor Lasky, or Riesel and Patricia Ann Potter. ill be held at the Criterion Thehere on the evening of Jan. 25. ie global premiere will take place an. 26th, in 141 cities in more 50 nations around the world.

blic Hearing on ll TV Here Today

rules committee of the New City Council will consider Counpresident Abe Stark's resolution sing subscription television this noon in a hearing which will be to the public, according to ncilman John J. Merli, committee rman.

Expect It to Be Eliminated

House-Senate Unit Cool to Proposed Ticket Tax for District of Columbia

From THE DAILY Bureau

WASHINGTON, Jan. 18.–Key members of a House-Senate District subcommittee considering new taxes for the District of Columbia have indicated they don't think too much of the proposed admissions tax.

A 2 per cent District admissions tax, to bring in an estimated $500,000 annually, was included in the Administration's tax package. It was opposed by film industry officials.

Subcommittee members, it was learned, have asked District officials to report to the committee on some additional ways to raise revenue, with an eye to substituting some of these other ways for items in the original package. One of the original proposals that would probably be deleted in such a case, it was indicated, is the admissions levy.

Mexico Union Threat Despite Signed Pacts

MEXICO CITY, Jan. 18.–Labor trouble has broken out again in the film industry, which had expected that the peace pacts made and pay raises granted last summer had settled conflicts with the National Cinematographic Industry Workers Union (STIC), at least until the summer of 1957.

The target of STIC this time is the important "Cadena de Oro" (Golden Chain) circuit here and in the provinces. Gabriel Alarcon is president. This circuit recently contracted to play Mexican pictures exclusively for 20 weeks to three years.

Felipe Rayon, STIC's secretary general, in behalf of theatre attaches, told Alarcon that unless by Jan. 27 he has granted the Union's demand for "a wage increase that is just and to which our members are entitled," a strike will be called against 87 of his theatres.

Rayon declines to reveal just how much of a pay hike STIC wants.

Multiple Topics on IRE Meeting Agenda

Color television, audio, magnetic sound and tape recording for TV broadcasting will highlight the 55 technical symposiums which will be held at the Institute of Radio Engineers convention which will be held at the Kingsbridge Armory and the Hotel Waldorf Astoria here on March 19-22.

Sessions devoted exclusively to magnetic sound for motion pictures and television and recording of color television shows on tape will be conducted by experts from Radio Corp. of America, General Electric and Sylvania, to name a few of the concerns which are participating in the IRE show.

The IRE convention will also feature some 750 technical trade exhibits which will be set up at the Kingsbridge Armory.

Part-Time Employes Rule Asked in Wis.

MILWAUKEE, Jan. 18. – At a meeting of the state industrial commission at Park Falls, Wis., the Allied Independent Theatre Owners Association asked the commission to establish a separate classification for part time employes under 19 years of age working in theatres and businesses with the same problem.

Harold P. Pearson, Milwaukee, executive secretary of Wisconsin Allied, made the request there, at the second of five such meetings held by the commission throughout the state. The commission has tentative orders boosting state minimum wage standards for minors and women not covered by the federal minimum wage law.

Some Still in School

Pearson said he could understand the need for increased minimum standards applying to minors who have quit full time school and were working for a living. However, the theatres employ minors who still are in school full time, which gives the boys and girls a chance to make a little spending money.

The recommended boosts in present state minimum wage standards are: In cities of 3,500 or more, 70 cents an hour, an increase of 25 cents; in cities of 1,000 to 3,500, 60 cents an hour, and elsewhere 50 cents an hour.

Report France, Soviet Film Exchange Talks

PARIS, Jan. 18.–Behind-the-scenes talks reportedly designed to pave the way for an increased exchange of films between France and Russia were said to have been held during the recent Russian film week in France.

Beginning this year, it is reported, the two countries will endeavor to build up a market for each other's films at home with the aim of showing more French films in Russia and more Soviet films in France.

Princess Margaret at 'Jester' Premiere

LONDON, Jan. 18.–The London premiere on Feb. 9 of Danny Kaye's "The Court Jester" will be held in the presence of Her Royal Highness Princess Margaret and in aid of the West Indies Hurricane Relief Fund, official sources revealed today.

Kaye himself will be on hand for the opening. The premiere will be held at the Plaza Theatre.

"Holds Promise"

See AB-PT's Release Plan As 'Platform'

American Broadcasting-Paramount Theatres' push for an "orderly release" schedule may be a "platform" on the objectives of both Theatre Owners of America and Allied States Association, it was indicated here yesterday by representatives of both organizations. Favorable reaction to the elimination of the "feast or famine" periods was expressed. Official endorsements may be forthcoming at executive sessions of the two organizations scheduled for next month, it was said.

Welcomes Pledges

One theatre executive said that the pledges of cooperation received by AB-PT from 11 production-distribution companies "holds the promise of being a good thing for all exhibition." However, he added, "we cannot live on promises."

It was indicated that the associations may implement the AB-PT recommendations with suggestions of their own when the boards of TOA and Allied convene in February, the former in Washington and the latter in Cleveland.

Omaha Drops 'Dolls' Prices in 4th Week

OMAHA, Jan. 18. – Prices for "Guys and Dolls" were lowered at the State Theatre here as the musical goes into its fourth week. The Goldwyn picture opened at a $1.25-$1.50 scale and neared a house record at Ralph Goldberg's 860-seater in first two weeks.

However, business dipped the third session and "post-holiday" prices of 90 cents-$1.20 were installed. At current rate of business, it looks like it will probably go five weeks.

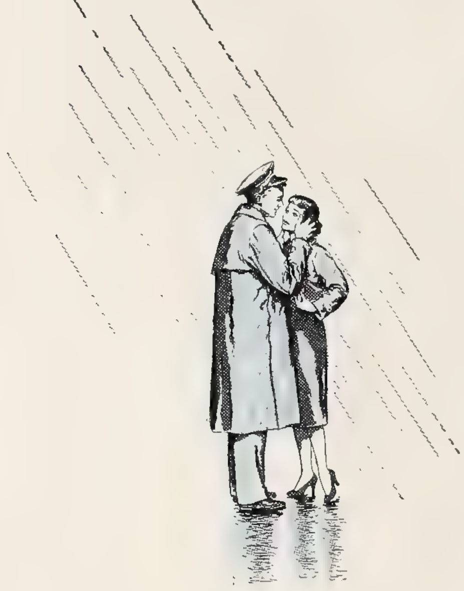
Goldberg billed his latest prices as "lowest in the nation for this attraction."

Sub-titled 'Conqueror' To Mexico in 3 Days

What appears to be a new record for the sub-titling of a feature-length film was established by RKO Radio this week with the arrival by special plane in Mexico City of a completed Spanish-language print of Howard Hughes' "The Conqueror." Harry Ehrreich, RKO foreign service manager, and his staff worked around the clock for three days to fill the hurry-call for the film from South of the border.

Last month the same group, in response to a similar demand from Sweden, flew a Disney short over the North Pole to Stockholm.

You will see a pictur



THE EXCITEMENT BEGINS AT THE WARNER BROS.'

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 10:30 A.M.

LOS ANGELES
Warner Screening Room
2025 So. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St.

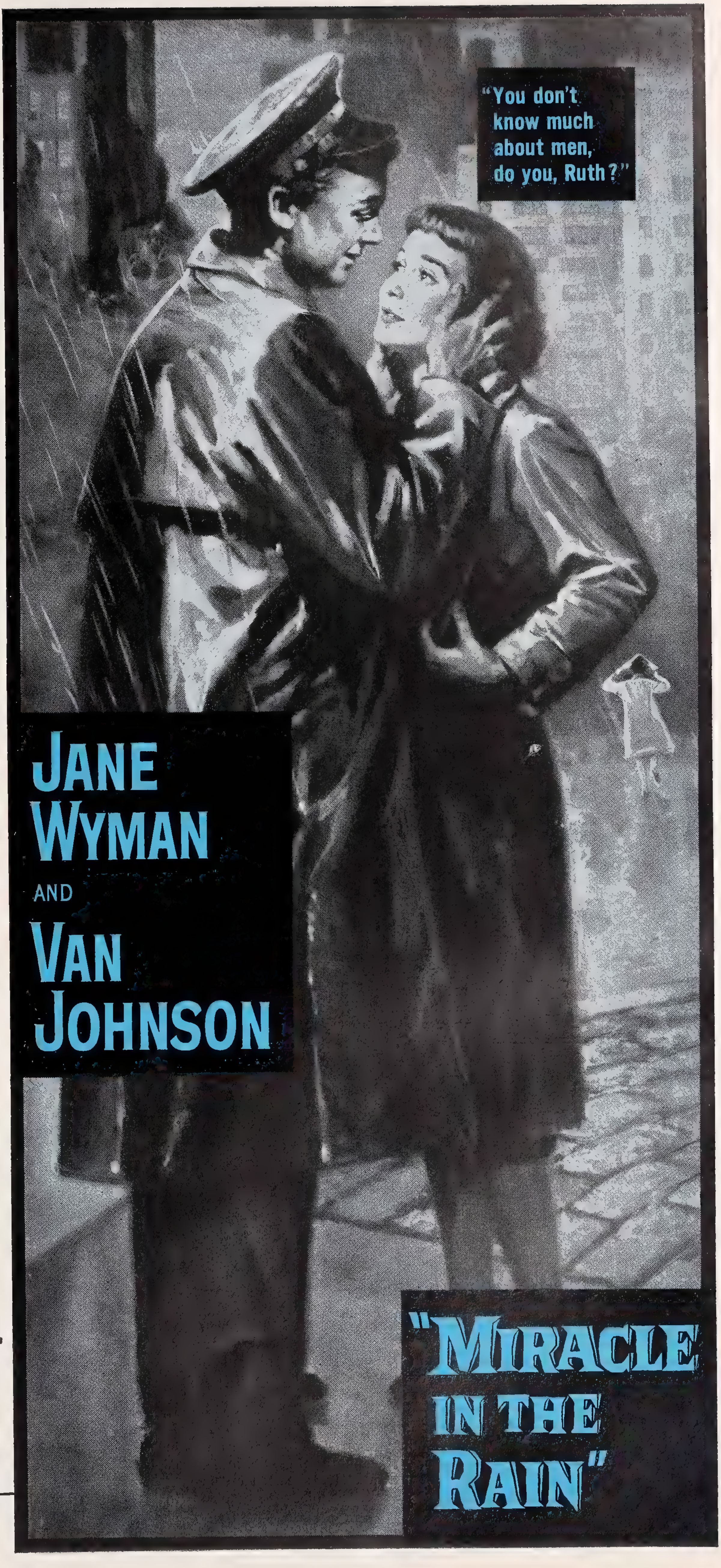
OKLAHOMA
20th Century-Fo
10 North Lee St.

OMAHA
20th Century-Fo
1502 Davenpor

WITH
PEGGIE CASTLE · FRED CLARK · EILEEN HECKART · JOSEPHINE HUTCHINSON · WI
GEORGE GIVOT · BARBARA NICHOLS · HALLIWELL HOBBES · PAUL PICERNI
ALAN KING · IRENE SEIDNER · ARTE JOHNSON · NOVEL AND SCREEN PLAY BY **BEN HECHT** · MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN · PRODUCED B

f very
very
pecial
atness!

A LONELY GIRL,
A SOLDIER
AND THEIR
STREET-CORNER
PICK-UP DATE!—
THIS IS THE WAY
IT BEGINS—
TO CHANGE
A GIRL'S LIFE—
AND BRING
TO THE SCREEN
A NEW
EXCITEMENT,
A VERY
RARE GLOW!


"You don't know much about men, do you, Ruth?"

JANE WYMAN
AND
VAN JOHNSON

"MIRACLE IN THE RAIN"

SHOWS FEB. 1ST.

oom
2:00 P.M.

reening Room
• 1:30 P.M.

• 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • 2:00 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

AN · MARCEL DALIO
BERG · DIRECTED BY RUDOLPH MATÉ

Awards

(*Continued from page* 1)

Investing Co. and president of the New York Board of Trade; O'Neil is president of General Teleradio, Inc., and Rinzler is president of the Randforce Amusement Corp.

The 1956 Brotherhood drive of the NCCJ is being supported by the exhibition, production and distribution branches of the motion picture industry, as well as television, radio and other segments of the entertainment world.

The inter-faith effort will be climaxed by the nation-wide observance of Brotherhood Week from Feb. 19 through Feb. 26. During that period, the objectives of the Brotherhood movement will be publicized and funds will be solicited to carry on the campaign throughout the year.

This year's drive marks the 10th anniversary of the amusement industry's participation in the Brotherhood effort.

Philadelphia Industry Plans Brotherhood Week Drive

PHILADELPHIA, Jan. 18.—A comprehensive Brotherhood Week campaign was launched today at the first meeting of the amusement division for Brotherhood Week in the Philadelphia territory called by co-chairmen Ted Schlanger, representing the theatres, and Charles Zagrans, representing the distributors. The meeting was held in the Stanley Warner projection room.

Committees to cover the entire industry were set up and plans were made for full scale newspaper, radio and television coverage and theatre participation. The co-chairmen had the assistance of Andrew Gottschall, local representative of the National Conference of Christians and Jews.

An announcement was sent out for the first distributors meeting, to be held Friday, at 11 A.M. in the RKO projection room. District and branch managers will be posted on how to alert their entire exchange personnel for their part in this campaign.

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BRITISH OVERSEAS AIRWAYS CORPORATION
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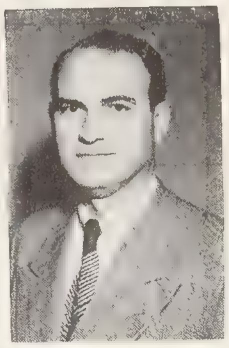
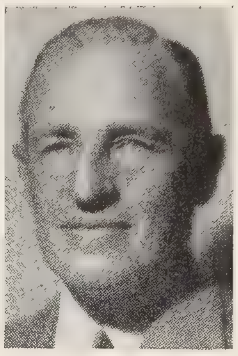
Honored by N C C J for Brotherhood



Thomas F. O'Neil

Samuel Rinzler



Robert Dowling

Hub Showmen Back Exploitation Duo

BOSTON, Jan. 18.—James Nicholson, president of American Releasing Corp., who produced the combination package deal of "The Day the World Ended" and "Phantom from 10,000 Leagues," met a group of exhibitors here at a luncheon at the Boston Club hosted by the New England franchise holder, Joseph E. Levine of Embassy Pictures Corp. The package has been booked into 250 theatres in the area, starting January 19 at the Paramount and Fenway theatres, Boston.

Brief addresses telling of the great need for pictures of this kind were made by Martin Mullin, president of New England Theatres, Inc.; Edward S. Canter, of ATC, who spoke in the absence of Samuel Pinanski, president; Arthur Howard, president of Affiliated Theatres Corp.; Al Daytz, president of Daytz theatre enterprises, and Samuel Arkoff, vice-president and general counsel of ACR.

Nicholson, a former exhibitor from the West Coast, said: "I am in a position to know that pictures made for the audience of 12 years up to 25 are surefire boxoffice and there are not enough of these films. We are making pictures for the teenagers and young adults, as we realize that they make up 70 per cent of the audiences today."

Additional Stories For WB's TV Series

HOLLYWOOD, Jan. 18.—"Warner Bros. Presents," television program comprising a trilogy of dramas based on well known Warner Brothers films, namely, "Cheyenne," "King's Row" and "Casablanca," will be augmented by a selected group of topflight stories, beginning in February, it has been disclosed by Jack L. Warner, under whose personal supervision the series is being produced. The program is heard each Tuesday night over the television network of the American Broadcasting Co.

The added stories will include several dramas based on "King's Row" and other episodes from "Casablanca," beginning in February. "Cheyenne" already is started on an alternate week schedule.

N. J. Allied Seeks

(*Continued from page* 1)

a public announcement concerning them might be made.

Stern said that the survey was launched for the purposes of acquiring information concerning the type, operation, construction, etc., of each theatre member and to learn of the problems confronting the independent theatre operators and owners throughout New Jersey. He said that some of the questions in the questionnaire concern fuel consumption, width and breadth of the marquee and the age of the house.

Data to Be Given Allied

It was indicated by the ATONJ president that the compilation of the survey's answers, especially the ones regarding the problems confronting theatres, would be sent to Allied States Association for possible introduction into the testimony which national Allied would render when the national exhibition group's representatives appear before the Senate Small Business Sub-committee hearings.

Stern, in discussing the ATONJ questionnaire, said that one of his theatre managers had notified him that the questionnaire "took him a half hour to wade through."

Called 'Special Meeting'

Commenting on the ATONJ membership meeting which was held here on Tuesday at the unit's headquarters, Stern said that "it was a special meeting" at which time a number of things were discussed. He indicated that the ATONJ membership discussed the SSBC hearings which were instigated by Allied States to investigate trade practices in the motion picture industry.

Hartford 'Times' Ups Advertising Rates

HARTFORD, Jan. 18.—Theatre advertising rates are going up at the Hartford "Times." New scale will be in effect on Feb. 1.

The afternoon daily, which boasts the largest daily circulation (nearly 120,000) in Connecticut, will charge 26 cents per line, or $3.64 per column inch, as compared to the previous 25 cents per line, or $3.50 per column inch. The paper attributes the hike to increase in operating costs.

'Scope 55

(*Continued from page* 1)

tion of CinemaScope 29 months
and the current launching of Cine
Scope 55 and "Carousel" in 35
printed-down form to enable the
of every type and size to show
outstanding attraction.

W. C. Gehring, executive assis
general sales manager, represe
director of distribution Al Licht
also will speak at the demonstra
He will describe to exhibitor
press guests the company's polic
service to exhibitors as well as a
up of top-budgeted attractions
for release in the coming months
cluding "The Man In The
Flannel Suit," "The Bottom of
Bottle," "The Man Who Never W
"On The Threshold of Space"
"The Revolt of Mamie Stover."

Special Kits to Press

Press representatives will re
special kits containing an assort
of background material on Cine
Scope 55, including diagrams an
technical description; highlights
the history of CinemaScope, an
selection of some stills and adve
ing mats on "Carousel" and '
King and I".

Today's demonstration initiate
series of CinemaScope 55 progr
in capital and principal cities of
world. "Carousel," the first Cine
Scope production, will be rele
in versions reduced to 35 mm. s
ing on Feb. 16 when it will ha
benefit world premiere at New Y
Roxy Theatre for the New York M
ical College. Rodgers & Ham
stein's "The King and I" will be
veiled later this year.

Show Slated for Stockholder

The new process will be shown
stockholders of 20th Century-Fox
representatives of the financial w
in New York on Jan. 23, at the R
and in 58 other key cities sta
that date. More than 300,000 pe
will attend these demonstrations,
a global impact for both Cin
Scope 55, "Carousel" and "The
And I" is anticipated on a scale
ceeding that of the original Cin
Scope process and "The Robe".

Four Promotions

(*Continued from page* 1)

fice, will serve as assistant to E
son. Max Michelson, formerly
ager of the checking department
been promoted to assistant bus
manager of the advertising de
ment.

Two members of the staff of
print department, Edward Hum
and Frank Scheedel, have
named manager and assistant
ager of the domestic print depart
respectively.

U-I Names 2 Produce

HOLLYWOOD, Jan. 18.—Un
sal-International today annou
that Jack Arnold, who directed '
antula," and Edmund Chevie, a
ant to Aaron Rosenberg, have
elevated to producer status, brin
the studio's producer roster to 1

ıx Bills

(Continued from page 1)

'O tax steering committee will d in New York within a week, date yet to be set.

ne, who also is one of 'O's governing triumvirate, said rit of "caution" appears to pre- both major political parties in ection year. The Eisenhower istration has called for the re- of the tax, with no paring of esent 50-cent exemption.

ne said there are a number of essmen willing to sponsor a tax reduction bill. He went on , however, that the industry's g committee first must establish y of approach to the problem, er at this point to seek total ation of the tax, or to seek par- x relief. No matter what ap- is decided, Coyne continued, ıal objective will remain the limination of the tax.

Will Continue Planning

steering committee, in addi- Coyne explained, also will be d with developing the argu- and basic reasons for asking relief at this time and to make nendations as to the approach executive branch of the gov- nt. Other functions of the ttee will be to oversee the ing of statistics, as well as er to reactivate the local tax ttees that proved so effective in st campaign.

is not known at this time er Pat McGee, of Cooper Foun- Theatres, will be available for hairmanship post on the pro- tax committee, a post he oc- l in the previous fight. Col. Cole, of Texas Allied, the other irman in the last campaign, ot be available due to Allied defection from COMPO.

Some Relief Due in April

laining the situation in Con- Coyne said that at this time, ly excise tax relief promised by najor parties has to do with a x in regard to gas consumption mers. Some excise tax action ngress is due in April, Coyne on, when the excise taxes on obiles, gasoline, cigarettes and are due for renewal.

factor which may weigh in ess's consideration of ticket tax is the monies derived from the oming income taxes, whether re above or below expectations, stated.

arding the local District of ıbia situation, Coyne said it is lt to tell whether the joint essional committee will approve isapprove the proposed local tax.

A Formula Meet

neeting of the 10-member world t formula committee was held yesterday at the headquarters of Motion Picture Association of ca. Foreign film executives not be reached for comment at nclusion of the session.

REVIEW:

The Night My Number Came Up

Balcon—J. Arthur Rank

A HIGH DEGREE of suspense is maintained in this British import, although the pace may be a bit too leisurely to satisfy some American action fans. Good performances are delivered by Michael Redgrave and Alexander Knox, as well as others in the cast. The story is said to be based on an actual experience of Air Marshal Sir Victor Goddard as reported in "The Saturday Evening Post." Leslie Norman directed from a screenplay by R. C. Sherriff.

At a dinner party in the home of Knox, a British official in Asia, Michael Hordern, a British naval officer, describes to an air commander, Redgrave, and other guests a dream he had had the night before.

In the dream, Redgrave is one of 13 passengers aboard a DC3. Along with the five-man crew, the plane also carries an attractive girl, a "very important personage," and five other civilians. The aircraft is lost over the sea, its radio has failed and fuel is running low when, through a break in the snow-clouds, a rock-strewn beach is sighted. The pilot attempts an emergency landing, fails to avoid the cliff, and the plane crashes.

Redgrave and another officer, Denholm Elliott, who is also among the guests hearing the strange dream, are due to fly to Japan the next day. Gradually all the details of the dream begin to materialize in actuality. Knox, who finds hmself among the passengers in the plane doomed in the dream, and whose many years in the Orient have rendered him susceptible to fatalism and superstition, is gradually joined by the others in a realization of their fate.

The conclusion will satisfy some audiences, frustrate others who require pat resolutions.

Running time, 94 minutes. General classification. For February release.

Columbia TV

(Continued from page 1)

under a flexible policy" which includes "custom tailoring" for individual station programming requirements and syndication, the Screen Gems official said. "It can be expected that the films will be broken down into packages, such as comedies, mysteries, or a variety of all types," he said.

It was pointed out at a recent Screen Gems press conference, by vice-presidents Ralph Cohn and John Mitchell, that once these Columbia features are put into TV distribution, they may be played on television in competition to a current Columbia film attraction at a neighborhood theatre. Cohn, at that time, admitted the competition factor, declaring that "sure, they will be in competition just as the current TV fare is competing for the entertainment attention of the public."

Name Mindlin

(Continued from page 1)

Paris where he was the production publicity director of Hecht-Lancaster's "Trapeze." Prior to that he was the advertising and publicity director of Lopert Films.

Figaro, producers of "The Barefoot Contessa," has announced the filming of Graham Greene's "The Quiet American," as the next production on its schedule.

Wins Right to Build Cincinnati Drive-in

CINCINNATI, Jan. 18.—Backers of a proposed drive-in theatre opposite a children's home here have received a go-ahead signal.

Judge Carson Hoy in Hamilton County Common Pleas Court refused to grant an injunction to the home and the residents in the area, enjoining the Oakley Drive-in Theatre, Inc., from constructing a theatre.

Opponents of the proposed project complained that it was unlawful under the city's zoning ordinances and would constitute a nuisance. Judge Hoy held that a drive-in theatre is not a nuisance in itself.

Detroit UA Theatre Prepares for 'Okla.'

DETROIT, Jan. 18. — The United Artists Theatre, according to managing director Dillon Krepps, will reopen as soon after Feb. 15 as the completion of alterations permits.

The mezzanine already has been altered with a new concrete floor on which will rest the new Todd-AO equipment which will project from a one-degree angle. Seats have been removed from the sides from the first six rows to permit the framing curtain for the new screen to be hung.

"Oklahoma!", the first attraction, will open with Hollywood fanfare, aided by cooperation with virtually the entire motor industry. Tickets will be sold six weeks in advance.

THE SIXTH ANNUAL
COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, January 29. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

THE NEW RKO IS MAKING NEWS

RKO is out in the field pre-selling its fine pictures with an *advanced-type* of advertising...campaigns that use network and independent TV and radio in the modern way...campaigns that make better use of magazines, newspapers and exploitation.

More than 150 theatres in the Cincinnati, Indianapolis and Cleveland areas are feeling the impact of this new pre-selling format during our Bluegrass Premiere of GLORY *...and boxoffice reports from these dates are truly gratifying*

DAVID BUTLER PRODUCTIONS, INC. presents

GLORY

starring

MARGARET O'BRIEN

WALTER BRENNAN · CHARLOTTE GREENWOOD

with

JOHN LUPTON · BYRON PALMER · LISA DAVIS

Produced and Directed by DAVID BUTLER • Screenplay by PETER MILNE
From a story by GENE MARKEY

SUPERSCOPE
Print by
TECHNICOLOR

All
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That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 14 NEW YORK, U. S. A., FRIDAY, JANUARY 20, 1956 TEN CENTS

er Taxes

ear's Profit Technicolor 2,064,820

al to $1.03 a Share; Kalmus Optimistic

Herbert T. Kalmus, president eneral manager of Technicolor, esterday announced a consoli- profit, after taxes on income, 64,820 for the fiscal year 1955. equal to $1.03 per share and res with $2,319,160 and $1.18 previous 12-month period.

solidated profit, before taxes on , for 1955 was $4,108,243, as red with $4,901,178 for 1954.

number of Technicolor shares ding today is 2,002,136, Dr. s pointed out, while the num- tstanding at this time last year 969,770.

menting on the annual state- Dr. Kalmus said that he doubts much that during the first part

(*Continued on page 6*)

C Film Division s Expansion

ur-point program of expansion 3C Film Syndication, Inc., a ary of American Broadcasting- ount Theatres, was announced esterday by George T. Shupert, nt.

program for 1956 includes the oment of national network s, he stated, expanded activity syndication department, the

(*Continued on page 6*)

sh Ticket Tax ections Down

From THE DAILY Bureau

ON, Jan. 19.—In the six ending November, 1955, re- by the Customs and Excise inema entertainment tax were by £1,158,000 ($3,342,400) ie comparable period for 1954. receipts for the month of No- , 1955, were £2,645,000 com- with £2,826,000 in November, a drop of £181,000.

ITOA Sending 7 to Hearings of SSBC In D.C. on Feb. 2

A group of seven members of the Independent Theatre Owners Association, representing all sections and types of operation in the New York exchange area, will constitute the ITOA contingent which will attend the Washington hearings on Feb. 2, scheduled by the Senate's Small Business Committee before its subcommittee on retailing, distribution and fair trade practices.

Members of the committee will include Harry Brandt, president of the ITOA; Max A. Cohen, first vice-president and board chairman, and board members Julius Sanders, William Namenson, Edith Marshall, Sam Einhorn and Ray Rhone.

The ITOA, at a meeting held last

(*Continued on page 5*)

Start Para. Talks on '10 Commandments'

A series of special conferences among top-level home office and studio executives of Paramount Pictures on plans for Cecil B. DeMille's production of "The Ten Commandments" will get under way this weekend in Hollywood and continue for several days.

Participants in the conferences, which will take place at the Paramount studio, will include Barney Balaban, president of Paramount; Y.

(*Continued on page 5*)

Skouras at 55mm. 'Scope Show

Holds New Advances Promise Record B.O.

Sees '56 Possibly Best Year in History; Gehring Tells 'Carousel' Release Plans

By MURRAY HOROWITZ

With the industry continuing to adopt new advances, 1956 can be the best year in the history of motion pictures, 20th Century-Fox president Spyros P. Skouras declared here yesterday in unveiling the company's new 55mm. CinemaScope development to Gotham showmen at the Roxy Theatre.

Skouras addressed the assemblage, which numbered about 2,000, representing every phase of the industry, in addition to the lay press, prior to the screen demonstration, which for the first time utilized excerpts from "The King and I" as well as "Carousel." The morning demonstration was the first of a series scheduled here and elsewhere throughout the world to herald the 55mm. CinemaScope development.

William C. Gehring, executive assistant general sales manager, followed Skouras on the stage platform,

(*Continued on page 4*)

3 More Units Name Delegates to Compo

Three additional units of COMPO have named their representatives on the directorate, Robert W. Coyne, special counsel, announced yesterday. Two other organizations stated they would make their selections within the next few weeks.

Theatre Owners of America reappointed Samuel Pinanski as its representative on the COMPO triumvirate and also as a member of the board. Other TOA members appointed to represent COMPO are E. D. Martin, Tom Edwards, Walter Reade, Jr., Elmer C. Rhoden, Robert B. Wilby, S. H. Fabian, Morton Thalhimer and Pat McGee.

Harry C. Arthur, chairman of the

(*Continued on page 5*)

Viewers Unanimous in Their Praise

'Raves' Greet Demonstrations Here of 20th-Fox's 'Scope 55 Development

By LESTER DINOFF

The first of a world-wide demonstration of 20th Century-Fox's new CinemaScope 55 process, which featured excerpts from the Rodgers and Hammerstein productions of "Carousel" and "The King and I," was warmly received by some 2,000 executives and exhibitors who witnessed the showing yesterday morning at the Roxy Theatre here.

Revealing the latest technical progress in wide-screen photography and CinemaScope, utilizing Bausch & Lomb anamorphic lenses, the demonstration film, narrated by 20th-Fox production chief Darryl F. Zanuck, evoked such comments as: "tremendous and highly impressive. A vast improvement on what has been seen before."

Comments from both exhibitors and film company executives were uniformly enthusiastic. Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, one of the many theatremen in attendance, declared that "the demonstration of CinemaScope 55 was very

(*Continued on page 4*)

NYC Council Defers Action on Toll-TV

The rules committee of the New York City Council, after initial consideration of subscription television, laid over the issue until its next meeting, it was announced by committee chairman Councilman Harold J. Merli.

The committee, following an execu-

(*Continued on page 6*)

Barnes Slated for Circuit Court Judge

From THE DAILY Bureau

WASHINGTON, Jan. 19.—Anti-trust chief Stanley N. Barnes will be named by President Eisenhower shortly as a West Coast Federal Circuit Court judge.

If confirmed for the job, he would naturally resign as Assistant Attorney General in charge of the anti-trust division. Before taking the anti-trust post in 1953, Barnes was a California Federal District Court judge.

PERSONAL MENTION

HAL WALLIS will return to New York today from Philadelphia and Washington.

•

DAVID GOLDING, advertising-publicity head for Samuel Goldwyn Prods., will leave New York on Monday for the Coast, with a stopover at Tucson, Ariz.

•

RUDY BERGER, M-G-M Southern sales manager with headquarters in Washington, will leave there on Monday for Atlanta.

•

JOHN SUTHERLAND, producer, is scheduled to arrive in New York from the Coast on Sunday via United Airlines.

•

HARRY F. SHAW and LOU BROWN, of Loew's Poli-New England Theatres, was in Hartford from New Haven.

•

WILLIAM PERLBERG will leave Hollywood by plane tomorrow for Chicago, en route to New York.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, has left New York for Hollywood.

•

ALVA SMITH, Westrex Corp. radio installation supervisor, has left New York for Caracas, Venezuela.

•

JOE FRIEDMAN of the Warner Brothers exploitation staff is in Washington from New York.

•

P. T. DANA, Universal Pictures Eastern division manager, is in Detroit from New York.

•

STANLEY KRAMER has left New York for Madrid.

Brotherhood Duo Seeks Studio Aid

William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the Brotherhood Drive for 1956, will fly to Hollywood over the weekend to confer with West Coast executives on studio participation in the inter-faith campaign, which is sponsored by the National Conference of Christians and Jews.

This year's drive will feature the most intensive studio support in the history of the film industry's participation in the Brotherhood movement, the chairmen said.

Plans for the production phase of the campaign will be coordinated with nation-wide activity by the exhibition and distribution branches.

In Editor & Publisher Ad

COMPO Calls Attention to 39-Year-Old Admission Tax

The 59th of the series of COMPO ads in Editor & Publisher, which will appear tomorrow, applauds the action of the National Retail Dry Goods Association in passing a resolution for the removal of "all excise taxes which were initially imposed as a wartime emergency measure," and points out that the admission tax dates, not from the last war, but from World War I.

Under the caption, "This 'Wartime' Excise Tax Is 39 Years Old," the ad says:

"The National Retail Dry Goods Association, meeting in New York, January 11, passed a resolution that urged the removal of 'all excise taxes which were initially imposed as a wartime emergency measure.'

Calls Industry 'Afflicted'

"Afflicted ourselves with an excise tax, we applaud the action of the dry goods people. Like the excise taxes they complain of, the Federal admission tax was a 'wartime measure.'

"But, unlike their excise taxes, the admission tax dates, not from the last war, but from World War I.

"Yes, that's right—World War I. The admission tax is a classic example of the reluctance of Government to let go of a tax once it has been imposed.

"When the admission tax was first voted in World War I the motion picture industry accepted it without a murmur as a patriotic necessity. Instead, however, of repealing it when the war was over, the Congress merely whittled it down somewhat and kept it on the books. Even through the depression, the Government clung to this 'wartime' tax levy. When we entered World War II the tax was jacked up to 20 per cent. Again the picture business uttered no protest, for this time the Congress made it plain that the tax would be removed as soon as the war was over.

Paid $79,000,000 Last Year

"Well, that second war has been over 11 years, but the admission tax still burdens the movie industry. Last year, for example, 10,200 movie theatres that are still subject to the tax paid a total of $79,000,000 into the U. S. Treasury.

"Yes, we understand only too well how the dry goods people feel about 'wartime' excise taxes. That is why our industry is trying once more to get rid of the daddy of them all, the Federal admission tax."

Final 3 Named for Achievement Awards

The final three recipients of the 1956 "Mark of Achievement" awards of the Federation of Jewish Philanthropies – writer Paddy Chayefsky, actor Paul Muni and comedian Phil Silvers, were announced yesterday by Oscar Hammerstein II, awards chairman, and Harry Brandt, luncheon chairman of the Mark of Achievements luncheon of the amusement industry's participation in the 1955-56 Federation campaign to be held at the Hotel Sheraton-Astor on Jan. 31.

Already announced as recipients are director Elia Kazan, actress Kim Novak, exhibitor Samuel Rinzler and television producer Louis G. Cowan.

The luncheon will climax the amusement industry's participation in Federation's 1955-56 campaign to raise $18,100,000 or $2,600,000 more than last year.

Buys TV Play

P-T-S Productions, headed by Howard Pine, William Thomas and Maxwell Shane, has acquired the screen rights to the television play "Bail Out at 43,000" for United Artists release, written for the Climax television show by Paul Monash.

N. H. Exhibitors Call Political Meeting

Special to THE DAILY

BOSTON, Jan. 19.—Carl Goldman, executive secretary of Independent Exhibitors of New England, and Frank Lydon, executive secretary of Allied Theatres of New England, yesterday called a meeting of 30 circuit heads, exhibitors and managers from New Hampshire at the Hotel Eagle, Concord, to urge them to try to have industry representation at the state constitutional convention to be held in May.

On March 13, the voters will elect delegates to the convention, one from each town, and the heads of the two Boston exhibitor groups pointed out the urgency of having persons friendly to the industry run as delegates and to be on the alert for any adverse legislation that might be proposed.

Delegates are empowered to recommend changes in the existing laws of the constitution which at present bar the levying of excise taxes.

'Detroit' to Palace

Columbia's "Inside Detroit," will open at the Palace Theatre, here on Jan. 27.

Sees Law Needed

Limiting of T Commercial Urged in Hous

By J. A. OTTEN

Television Today..

WASHINGTON, J 19. — Rep. John Heselton (R., Mas today said the television indust self-regulation code has not sol the problem of excessive advertis on TV programs.

He added that this made all more necessary passage of his bill quiring the Federal Communicati Commission to limit the amount advertising that can be used on e program.

Excessive advertising, Heselton the House, has "increased to the p of stupidity." He inserted in Congressional Record a column f the "Washington Daily News" c cizing the number and handling commercials on the American Br casting Co. afternoon film show of "The Cruel Sea."

Cites 'Countless Examples'

"ABC is not the sole offender,' said. "Anyone who sees or listen other radio and television progr can give countless examples of cessant and monotonous abuse of listening and viewing public. T responsible for this seem comple unconcerned about the fact that use the air waves only by suffer and that the public interest shoul the major responsibility of the F

Lou Miller Resigns From RKO Radio

Lou Miller, western sales con approval for RKO Radio, has signed after 30 years of service. ler's career in the industry sta with First National in 1921. there he went to Thomas H. then to P.D.C., Pathe and RKO

Miller was in the Navy in W War I. He will take a short vac in Florida and upon his retun New York will announce his. f plans.

NEW YORK THEATR
RADIO CITY MUSIC HALL
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copie

At Roxy C'Scope 55 Trade and Press Debut

(NE of the most significant events in motion picture history occurred at New York's Roxy Theatre y terday morning (19) when 20th Century-Fox unv ed its revolutionary, new CinemaScope 55 before a audience composed of film trade and metropolitan p ss representatives, heads of circuits, independent tl atre operators, film distributors, other press and ir ustry leaders and stars of picture. Guests viewed sc nes from the first two CinemaScope 55 productions — odgers & Hammerstein's "Carousel" and "The K g and I," and were addressed from the stage by fi company president Spyros P. Skouras and W. C. G ring, executive assistant general sales manager, a by production head Darryl F. Zanuck in the reel ir oducing the enhanced entertainment medium.

ictured at the right just prior to the start of the p formance are, left to right: Spyros P. Skouras, p sident of 20th Century-Fox; Jack L. Warner, vice p sident and executive producer, Warner Brothers; a 20th Century-Fox executives W. C. Gehring, exe tive assistant general sales manager; Al Lichtm n, director of distribution; and Charles Einfeld, v president.

ERS &
MERSTEIN'S
RAE
NES
CHE!

T e distinguished composer Richard Rodg rs and Shirley Jones, star of the Rodgers & Hammerstein classic "Carousel."

Attending the demonstration were, left to right: Jack Cohn, executive vice-president, Columbia Pictures; Al Lichtman, 20th Century-Fox director of distribution; and Billy Brandt, Brandt Theatres executive.

G amorous Jinx Falkenburg McCrary and S yros P. Skouras.

Present at the CinemaScope 55 showing, left to right: Martin Moskowitz, Atlantic division sales manager, 20th Century-Fox; Eugene Picker, vice-president, Loew's Inc.; Arthur Silverstone, assistant general sales manager, 20th Century-Fox; Abe Dickstein, N. Y. branch manager, 20th Century-Fox; and exhibitor leader Wilbur Snaper.

([illegible])

Fox in Demonstration of CinemaScope 55

AT CINEMASCOPE 55 DEMONSTRATION at Roxy Theatre, New York, yesterday morning. Left to right: Sam Rosen, executive vice-president Stanley Warner Theatres; Spyros P. Skouras, president, 20th Century-Fox; Sol A. Schwartz, president, RKO Theatres; Si H. Fabian, president, Stanley Warner Theatres.

Skouras Talk Stresses Faith In the Future

(*Continued from page 1*)

with a brief talk directed to the exhibitors in the audience at the demonstration.

First Shown in Chicago

The 55mm. CinemaScope development, reels of which were first shown in Chicago utilizing the same excerpts from "Carousel," was enthusiastically appraised by Motion Picture Daily in November. The clips of "The King and I", used for the first time in yesterday's show, deserve as high a commendation, in this reporter's opinion. Yesterday's audience at a number of times during the show broke out in spontaneous applause.

W. C. Gehring

Skouras, in his opening remarks, contended that the motion picture industry, because of the "unfair" competition of free home television, has not enjoyed its full share of the peak prosperity in the U. S. He went on to express his firm belief, however, that the motion picture industry can prosper like other American industries if it makes pictures the audiences like, if "we keep on making advances like other industries."

"We know that exciting new technical developments," Skouras continued, "plus important screen subjects, will have superiority over any other medium, when we offer the kind of entertainment you can't see elsewhere. That kind of entertainment will surpass the unequal competition," he declared, adding his conviction that it should be the industry's intention, as it is Fox's, to maintain the motion picture as the "superior form of entertainment."

Recalls Previous Unveiling

Skouras reminded the showmen that it was only two-and-a-half years ago that they attended a similar demonstration in the same theatre, referring to the unveiling of CinemaScope, the 35mm. filmed version. Today, he went on, there are more than 30,000 theatres circling the globe equipped for CinemaScope, a tribute to the medium's worldwide acceptance, an acknowledgment that CinemaScope has virtually become the medium of exhibition throughout the globe.

Skouras spoke of the $70,000,000 which 20th-Fox will invest in productions in 1956, citing the figure as negative costs, which will reach $100,000,000 with the addition of distribution and advertising costs. He said that "we are going to release this year at least 24 of the 34 CinemaScope productions scheduled for shooting, because we know the public is demanding them and the exhibitors need them."

Sees 'Continuing Prosperity'

"This unparalleled investment and our introduction of CinemaScope 55 is an expression of our faith in the continuing prosperity of the American economy and the motion picture industry," he added.

Addressing himself to the exhibitors in the audience, Gehring announced that priority in the releasing of "Carousel" will go to theatres equipped for stereophonic sound. The Rodgers and Hammerstein musical, he went on, will be put in release around Washington's Birthday. He urged exhibitors to equip for magnetic sound, contending that with the new sound reproducer, allowing the use of one track magnetic sound with present optical sound equipment, the cost is nominal. He put the cost of the reproducers at $950 or less per pair, including necessary installation charges.

Urges Full Equipment

As of Jan. 14, there were 16,449 theatres in the U. S. and Canada equipped to show CinemaScope pictures, but of these only 3,646 are equipped to show it with full stereophonic sound. Gehring noted. He added there are 12,803 equipped only with optical one-track sound, a condition which he deplored, contending that it results in a 10 per cent reduction in the width of the picture.

Gehring, following the demonstration, was asked whether those theatres buying the new reproducer will share in the releasing priority for "Carousel" alloted to those theatres equipped for full stereophonic sound. He replied in the affirmative, explaining that the same magnetic print can be utilized for those equipped with the new reproducers.

Promises 2 Films a Month

The 20th-Fox sales executive also announced that the 24 pictures set for release in 1956, produced at the company's own studio, will be at the rate of two a month. In addition, he said, 20th-Fox will release a number of pictures made by other producers, bringing the total to over 30.

Meanwhile, Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, disclosed the over-all promotional campaign for "Carousel," the first to be filmed in the 55mm. process and reduced for 35mm. exhibition. The campaign will be the biggest since "The Robe" and is budgeted at more than $1,200,000, he stated. With holdover week advertising, it could hit $2,000,000, Einfeld added.

Aims at Billion Impressions

The saturation effect of the drive is targeted to achieve a record one billion audience impressions from combined use of magazines, newspapers, television and radio, billboards, etc.

Representatives of the press at yesterday's demonstrations were handed a brightly colored portfolio on entering the theatre, detailing the new advances made in the CinemaScope medium, telling about the "Carousel" production and its talent, outlining the history of the medium as well as other press material. The portfolio was prepared under the direction of Einfeld.

New Medium Pleases 2,00 Guests at Rox

(*Continued from page 1*)

fine. The excerpts from 'Carouse and 'The King and I' were very er joyable, and 'The King and I' look like it will be one of the great filn of this year, possibly of all time."

Frisch Enthusiastic

Emanuel Frisch, executive Randforce Amusement Co., and pres dent of the Metropolitan Motion Pi ture Theatres Association, state "The new improvements in photogr phy, the sharpness of focus a depth, will find a ready approv from all exhibitors, who have alrea shown a willingness to take adva tage of all technical improvement

Samuel Rinzler, president of t Randforce circuit, who overhea Frisch's comments, declared, "I se ond the motion."

William J. Heineman, vice-pre dent of United Artists: "The proc is magnificent. The numbers exhib ed were outstanding as were the c or, depth of focus and clearness the fringe areas. CinemaScope 55 a vast improvement on what I've se so far."

Spyros S. Skouras, Jr., presid of Skouras Theatres: "Great. This much better than regular 35m CinemaScope. I don't know how describe it."

'Crystal Clear' to Schwartz

Fred Schwartz, president of I tributors Corp. of America: "It v wonderful, crystal clear."

Ned Depinet, industry executi "I enjoyed CinemaScope 55 v much."

Mathew Polan, RKO Theatr "Excellent."

Phil Reisman, industry executi "I think it was terrific."

Edward Farian, Fabian Theat "I liked the demonstration v much."

Wilbur Snaper, independent cuit operator in New Jersey: "It very fine."

Sol A. Schwartz, RKO Theat "I was so enthused when I saw first 'Carousel' demonstration. N that I have seen it again, it is e more wonderful. 'The King and defiies description."

'Tops Anything,' Says Sears

Gradwell Sears, formerly in try executive: "For color, sound entertainment values, this tops thing in my experience."

Max Fellerman, Astor The official: "A remarkable advancen in the world of entertainment."

Eugene Picker, vice-president Loew's Theatres: "Excellent . . . photography is as sharp as it can

Jack Cohn, executive vice-p

(*Continued on page 5*)

raise for '55'

(Continued from page 4)

of Columbia Pictures: "Very , wonderful, sensational."

ERBERT GOLDEN, assistant vice- dent of Bankers Trust Co.: at."

'Wonderful,' Says Warner

CK WARNER, vice-president of ner Brothers: "Great! Wonder-

OBERT W. COYNE, special coun- for Council of Motion Picture nizations: "Greatest I've ever . . . not only the process, but the pictures give indications of being best ever."

Mulvey Sees 'Stride Forward'

MES A. MULVEY, president of uel Goldwyn Productions: "I had d advance reports that the new maScope 55 process was good. r seeing this demonstration, I : hesitate to say that it is a great e forward for the motion picture stry."

ALCOLM KINGSBERG, Magna atres executive: "This is the most ing thing I have ever seen on motion picture screen."

ree More Units

(Continued from page 1)

d of directors of the Southern ornia Theatre Owners Association was named as its COMPO d representative. Robert J. onnell of Dallas was reappointed esentative of Variety Clubs International.

d Harris, president of the as-Missouri Association, informed IPO he would serve until his sucr is appointed at the annual conion to be held March 6-7. L. S. m, president of the Northern ornia Theatre Association, also d he would serve until his sucr is appointed at the annual ing on Jan. 26.

art Para. Talks

(Continued from page 1)

k Freeman, vice-president in ge of the studio; DeMille; Don man, in charge of production; ge Weltner, worldwide sales ; Jerry Pickman, vice-president harge of advertising-publicity-exation, and Charles Boasberg, rvisor of sales for "The Ten mandments."

he Ten Commandments" is beedited at the studio.

laban left New York yesterday Hollywood. The other New York atives will follow today and rrow.

OA Sending

(Continued from page 1)

8, passed a unanimous resolu- to appear at the forthcoming ings and oppose all efforts at gov- ment regulation of the film inry.

e association has also gone on rd in support of intra-industry ar- tion and has approved the draft ared by the joint exhibitor- ibutor committee.

Campaign Contest For Col.'s 'Wonders'

A nationwide exhibitor showmanship contest for its CinemaScope-Technicolor featurette "Wonders of Manhattan" was announced yesterday by Columbia Pictures. Based on the advertising-publicity-exploitation campaigns accorded the two-reel subject, the contest will run until Oct. 15. Two winners will be selected, one from either side of the Mississippi River.

The grand prize for the two winners will be all-expenses-paid trips for the winners and one guest apiece to New York.

The judges will be A. Montague, general sales manager; Rube Jackter, assistant general sales manager; Maurice Grad, short subject sales manager, and Roval Ryan, executive director of the New York Convention and Visitors Bureau.

Full details and rules of the contest will be available in the special press book and from the Columbia exploitation department in New York.

17 Field Men Going Out for 'Goodman'

Universal-International is assembling one of the biggest field exploitation forces in its history to cover the world premiere and the Lincoln's Birthday key city dates on "The Benny Goodman Story," it was announced by Charles Simonelli, Eastern advertising and publicity department manager. Seventeen field representatives have been assigned, with additional assignments being made daily.

"The Benny Goodman Story" will have its world premiere at the Chicago Theatre in Chicago on Feb. 2, launching more than 75 dates for the Lincoln's Birthday holidays.

Elect Ronald Reagan President of MPIC

HOLLYWOOD, Jan. 19.—Ronald Reagan was elected to the presidency of the Motion Picture Industry Council at a meeting held here last night. Marvin Faris was elected secretary, while Cy Baer was reelected treasurer.

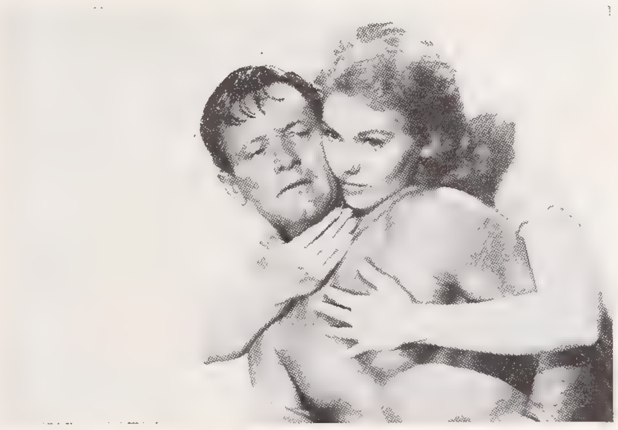
George Flaherty, chairman of the AFL Film Council, was nominated for the vice-presidency, with election to follow at the next meeting.

MPIC members voted unanimously to continue holding the Film Creators Roundtable Forum.

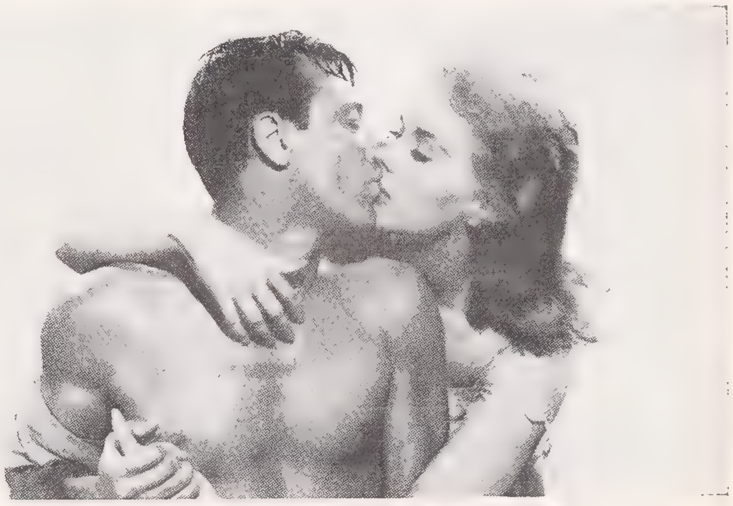
Kramer to Spain

Producer-director Stanley Kramer is en route to Madrid to complete preparations for his first multi-million dollar motion picture spectacle, "The Pride and the Passion." The VistaVision-Technicolor film, scheduled to be photographed on location in 32 sites throughout Spain, will star Cary Grant, Frank Sinatra, and Italian beauty Sophia Loren. Upon completion, the film will be released by United Artists.

what a picture!
Columbia Pictures presents
WILLIAM HOLDEN in
PICNIC
with
KIM NOVAK
Betty Field • Susan Strasberg • Cliff Robertson
and co-starring
ROSALIND RUSSELL
as Rosemary
CinemaScope Technicolor



what pre-selling!
SEVENTEEN MAGAZINE—entertainment handbook for the most movie-going girls in the world (America's 8,000,000 young women under twenty) and their show-sharing companions — names PICNIC
seventeen's
February Picture of the Month!



what profits!
—for exhibitors from coast to coast—with this truly tremendous tie-in!

NFFC Move

State Funds For 'B' Films Reduced in UK

By PETER BURNUP

LONDON, Jan. 19.—The government's National Film Finance Corporation has declared polite war on the makers of second features here and thereby virtually put a number of them out of business.

It has been known for some time that the Corporation was growing increasingly concerned over the economic cutback in second-feature finance. As in the U. S., first features are appearing in greater length and bookers find it more and more difficult to fit the conventional second-feature into a program pattern.

Association Is Warned

It is learned that the corporation has formally warned the Producers' Association that state backing of second-features will require to be drastically cut down. Twenty-seven second-features have been part-financed by NFFC in the last three years. Of these, 16 made losses in excess of an aggregate amount of £90,000 ($252,000). Against that, it is understood that the remaining 11 made a gross profit of £38,000.

Experienced authorities insist that two essentials are necessary in a successful second-feature production this side: firstly, that a production does not cost more than £15,000 and, secondly, that the picture be guaranteed a circuit deal.

Significantly, a considerable increase is to be observed here in the production of three-reel featurettes. Circuit men in particular find productions of such a length more readily fitted into the current design of the programs.

Leo Robinson Dies; Michigan Exhibitor

GRAND RAPIDS, Mich., Jan. 19.—Burial services were held today at Woodlawn Cemetery here for Leo J. Robinson, owner of Grand Rapids' Fulton and Burton Theatres, who died on Monday. He was 65.

In the exhibition field since 1929, and a pioneer in Grand Rapids radio, Robinson was a charter member of the local Variety Club Tent No. 27. He leaves a widow, Mrs. Hazel M. Robinson, and a daughter, Mrs. Theodore H. Rosendall.

Paris Debut Tonight

What is expected to be one of post-war Europe's more important social events will unfold tonight when 3,000 notables, led by French Prime Minister Edgar Faure, will attend the Paris premiere of Howard Hughes' "The Conqueror" at the Marignan Theatre. John Wayne will appear in person at the premiere.

NYC Council Defers Action

(*Continued from page 1*)

tive session yesterday afternoon, which considered requests for a public hearing on subscription television, decided to defer action on Council president Abe Stark's resolution opposing pay-to-see TV.

Attending yesterday's rules committee session were D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association; Dorothea Bible of Organizations for Free TV; Arthur Levey, president of Skiatron Electronics; James Landis, Skiatron counsel; Paul McNamara, of Telemeter; Lou Ruppell, Zenith; Solly Pernik and Rudy Kenault, IATSE; Oliver Nicoll, national association of Broadcast Unions and Guilds; George Mead, American Legion; Harold Knopf, Central Trade and Labor Council of Greater New York (AFL-CIO).

Councilman Merli, cognizant of the controversy over toll-TV, asked those in attendance for a show of hands signifying approval and disapproval of a public hearing. Everyone except Landis, who spoke for all three proponents of toll-TV, were for a public hearing. Landis said that the "City of New York has no need to consider subscription television as it has no control over television, which is a Federal Communications Commission matter." He pointed out that a public hearing would only bring about a repeat of the "substance which already has been filed with the FCC."

Calls Public Hearing Essential

Quinn, however, stated that a public hearing is necessary as "any action which New York City would take in the matter of subscription television would carry weight with the FCC."

ABC Film Division

(*Continued from page 1*)

formation of an international division and the possible addition of a commercial and industrial division.

Shupert made the announcement at a press conference attended by AB-PT president Leonard Goldenson, among others. Shupert also disclosed that Goldenson plans to make a trip this spring to explore the TV market in Europe for ABC Film Syndication.

The ABC Film Syndication president reported an increase in billings in 1955, about 99 per cent over 1954, and that the company, unlike its first year-and-a-half of operation, is now operating with a comfortable profit."

Asked to describe the feature film market in TV in the wake of the Matty Fox-RKO Radio Pictures deal and the Columbia and Republic announcements, Shupert replied, "Confusing." Asked about the prices that feature films command in the TV market today, Shupert said that "if you have the quality, you'll get the price."

He held out the possibility of a deal with Hal Roach Studios for the production of commercial and industrial films, naming Roach as one of the production companies with which ABC Film Syndication is negotiating.

Lafayette Pictures Organized on Coast

HOLLYWOOD, Jan. 19.—Herbert Knill, president, today announced the formation of Lafayette Pictures, Inc., with Melvin Levy vice-president and with Levy's novel, "Lafayette Carter," the company's first feature production. Francis Schwartz is secretary; T. F. Wood, treasurer. The company plans three productions annually.

Miss Clooney Signed

HOLLYWOOD, Jan. 19. — Rosemary Clooney will star in a filmed half-hour television series backed by Nelson Riddle's Orchestra with Joe Shribman producing and Dick Darley directing.

Mrs. Vaughn Out as Kansas Censor Head

KANSAS CITY, Jan. 19.—Mrs. Frances Vaughn, chairman of the Kansas State Board of Review for 16 years, has resigned the post and asked Gov. Fred Hall to be relieved of her duties immediately.

The action, Mrs. Vaughn said, was being taken because of political pressures being brought to bear on the board which censors motion pictures in Kansas. In a statement, she indicated that the operation of the office was being hampered because of political patronage efforts, both on a Wyandotte County and state level.

In Topeka, Governor Hall said that the resignation "apparently was in retaliation for his refusal to reappoint Mrs. Vaughn, whose latest term of office expires on April 1."

Goldhammer Holds AA Drive Meeting

L. E. Goldhammer, Allied Artists Eastern sales manager, will meet this week-end with key personnel of six AA branches to discuss plans for the company's 17-week March of Progress Drive which starts next Friday.

Participating in the sessions, which will be held at the Schroeder Hotel, Milwaukee, will be branch managers Irving Marks, Minneapolis; Sol Francis, Omaha; Jack Kennedy, Des Moines; Edward Spiers, Indianapolis; Vic Bernstein, Chicago, and Ray Trampe, Milwaukee.

Lasky, Goldwyn to Talk at SPG Dinner

HOLLYWOOD, Jan. 19.—Jesse L. Lasky and Samuel Goldwyn, his first two associates in picture production, will be among principal speakers honoring Cecil B. DeMille at Sunday night's Screen Producers Guild Milestone Award Dinner, at the Beverly Hilton Hotel.

Technicolor

(*Continued from page 1*)

of 1956 the earnings will increas their 1954 level or better" bu added, "Technicolor has so irons in the fire concerning imp ment in plant operation, excitin search activities and early pros of entering the field of amateur essing and graphic arts that I ca be other than optimistic for an provement later this year and fo long range future.

Pathe Can Re-open Technicolor Action

James L. Wolcott, executive president of Pathe Laboratories, said yesterday that a motion by to discontinue its suit against Te color Motion Picture Corp. granted by Federal District A. O. Dawson without preju which means that Pathe can re tute the action at any time it that Technicolor's advertising is misleading the public.

In a statement commenting o recent outcome of the suit cha Technicolor with improper use Technicolor name, Wolcott said:

"Technicolor attorneys had req ed the court to deny Pathe's m claiming that Technicolor adver practices had not been changed commencement of the action. court refused Technicolor's re and gave Pathe the right to rene action at any time Pathe feels t the future Technicolor reverts former advertising techniques.

Sees Purpose Accomplished

"We feel that Pathe's original pose in bringing the action in has been accomplished. This was designed to force the Techn company to cease advertise which confuse in the mind o public the old Technicolor dye fer process and the new Eas color process which has gen supplanted the original Techn system."

In its advertising subsequent t suit, Technicolor has complied Pathe's demand, Wolcott said.

Lieber to Coast

Perry Lieber, who will assum new post on the Coast with Century-Fox at the studio pu department, will leave today for lywood. On Wednesday, he tendered a farewell luncheon a Warwick Hotel by RKO Radio tures executives. He formerly advertising - publicity director RKO Radio Pictures.

Dr. Fuehr Dies at 52

Word has been received by W Brothers of the death in Germa Jan. 10 of Dr. S. H. A. Fueh WB advertising and publicity ager in that country. Dr. Fueh been with the company since Prior to that, he had filled the position with Motion Picture E Association.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 79. NO. 15 NEW YORK, U.S.A., MONDAY, JANUARY 23, 1956 TEN CENTS

· First Half '56

epublicAllots
-15 Million $
Production

ıs Will Be Promoted
vily, Says Yates

y WILLIAM R. WEAVER

LLYWOOD, Jan. 22. – Alloca- f $12,000,000 to $15,000,000 m production in the first six s of 1956, which approximately s the previous year's allocation, nnounced at the weekend by lic president Herbert J. Yates, aid that his company, "despite rm warnings in the picture in- ," will continue to deliver the ntertainment possible to theatre ces during 1956.

litionally, Yates said, "a more trade paper and magazine ad- ng campaign is being planned effort to stimulate exhibitor en- sm in Republic product and

(Continued on page 7)

eet Today
ı Tax Drive

first meeting of the steering ittee to further plans for the ation of the Federal admissions ll take place here today at the uarters of the Council of Mo- icture Organizations, it was an- ed by Robert Coyne, special l for COMPO.

group meeting today was de- l as the "small steering com-

(Continued on page 6)

Mille Urges Unity
Milestone Dinner

From THE DAILY Bureau

LLYWOOD, Jan. 22.–To more ,000 guests attending tonight's Producers Guild Milestone r honoring Cecil B. De Mille s contributions to motion pic- during the past 43 years, the ı producer expressed his earn- ıtitude and made some serious

(Continued on page 9)

C & C Not Allowed Use of RKO Insignia

The trade mark of RKO Radio Pictures will not be used in the merchandising or sales of C & C Television Corp. product to TV stations, according to Matthew Fox, C & C TV president. Fox said that under the terms of his agreement with RKO Radio, the RKO trade mark will not be used at all. "But you can be sure that the public will know that the films they are seeing on television are from that studio," he said, referring to the advertising program.

To Own the Product on Permanent Basis

RKO Library to TV Stations as Package

740 Productions to Be Sold to Outlets as One Unit; Will Go to Theatres Overseas

By LESTER DINOFF

The entire film library of RKO Radio Pictures, which was acquired by C & C Television Corp. last month, will be sold in one lump package of 740 features in deals with U. S. and Canadian TV stations and networks, under which purchasers will own the rights to each film permanently, it was announced here at the weekend by Matthew Fox, president of C & C Television.

Matthew Fox

Fox, who said that no sales policy had been established thus far for the short subjects which were also acquired in the RKO Radio sale, disclosed that he planned shortly to set up a company to handle foreign distribution by awarding theatrical re-issue rights to franchised distributors in each overseas nation.

The C & C executive, in a trade

(Continued on page 9)

Loew's Seeks New Drive-in

From THE DAILY Bureau

WASHINGTON, Jan. 22.–Loew's Theatres will shortly seek permission from the New York District Court to build a new drive-in in a Houston suburb, the Justice Department said.

The theatre is planned for Sharpstown, adjoining the Houston suburb of Bellaire. About 10 miles from downtown Houston, the theatre would have an initial capacity of 1,200 cars, with later expansion possible. It would serve primarily a new development area which is ultimately expected to have 25,000 homes and about 100,000 people.

Justice officials said no date had

(Continued on page 6)

Television Today

IN THIS ISSUE **PAGE 10**

- ▸ **More reports—from A(BC) to Z(iv), in fact—on the increasing tempo of activity in the television film field.**
- ▸ **Spotlighting the New and the Significant in Television Today.**
- ▸ **The Week in Review—What was on the air.**

REVIEW:

ANYTHING GOES

Paramount-VistaVision

It's a platitude now to refer to a picture as being "just what the doctor ordered." It's also pretty old hat to tag a picture with such superlatives as a "natural" or a "bonanza." But "Anything Goes" is one of these productions. Medically speaking, it's a hypodermic that should be a definite cure for sick box-offices.

Story-wise, the picture is light, flimsy and, in a sense, insane, as most musicals are and, perhaps, should be. But the production numbers are fast and furious; choreography is superb and the Cole Porter songs, plus a few from Sammy Cahn and James Van Heusen, are tuneful.

There also is plenty to sell via names. Even a mediocre film couldn't help drawing business with such people as Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor and Phil Harris. And this quintette delivers smooth performances. It's quite likely that the stock of dancer Jeanmaire and Miss Gaynor will rise to greater heights after the picture's release. As for The Groaner, O'Connor and Harris, their competency in polished roles need no elaboration.

Produced in VistaVision and vivid color by Technicolor, "Anything

(Continued on page 6)

PERSONAL MENTION

EMERY AUSTIN, M-G-M exploitation head, has returned to New York from Tulsa.

•

HARRY FELLERMAN, sales head of Universal-International's special films division, will leave New York today for Memphis and Charlotte.

•

SANFORD WEINER, Continental Distributing general sales manager, will return to New York today from Cleveland and other cities of the Midwest.

•

E. W. TEMPLIN, electronic design supervisor of the Westrex Corp. Hollywood division, has returned to the Coast from New York.

•

MARCEL HELLMAN, managing director of Excelsior Films, Ltd., arrived in New York on Saturday from London via B.O.A.C.

•

DOUGLAS AMOS, newly-named general manager of Lockwood & Gordon Theatres, was in Hartford and New Haven from Boston.

•

GRACIE FIELDS arrived in New York from Europe Saturday aboard the "Britannic."

•

ANATOLE DE GRUNWALD, producer, arrived in New York from England on Saturday via B.O.A.C.

•

DON THOMPSON, TV writer-producer, arrived in New York over the weekend from Hollywood.

Mos Moving Up to Fox Service Dept.

Charles Einfeld, vice-president of 20th Century-Fox, announced at the weekend the appointment of advertising executive Carl Mos to the company's exhibitor service division to work with Earl Wingart, merchandising manager. The promotion is effective immediately.

In announcing the job change, Einfeld said that Mos in conjunction with Wingart will augment the servicing of promotional material, including brochures, bulletins, letters and other sales promotion pieces to theatremen in addition to press books on the company's CinemaScope attractions.

Mos, who joined the film company recently, is a veteran of the motion picture industry, having held important advertising and publicity posts with Quigley Publications and RKO Pictures.

Johnston Hates Babies, Dogs, Farm Life And Golf; Accepts Presidential 'Bid'

From THE DAILY Bureau

WASHINGTON, Jan. 22.–Motion Picture Association president Eric A. Johnston has been named by the Alfalfa Club as its candidate for President of the United States in 1956.

The Alfalfa Club is a dining club of distinguished government and business officials. Each year they honor one of their members with a facetious nomination for the Presidency of the United States.

In accepting the nomination at the club's annual dinner Saturday night, Johnston said he felt better fitted for the Presidency than any other candidate, for "what other candidate hates the game of golf, abhors life on the farm and doesn't like babies or dogs?" Johnston promised that if he were elected, he would name Marilyn Monroe as Commissioner of Internal Revenue and Jane Russell as her deputy–presumably because both are good with figures.

Continuing 'Scope 55 Showings Today

Twentieth Century-Fox's CinemaScope 55 process, which was given its first exhibitor and press showing at New York's Roxy Theatre on Thursday, will be demonstrated for some 5,000 stockholders of the company in Gotham and for prominent theatremen and press, TV and radio representatives in Los Angeles and Chicago today.

Film company executives Al Lichtman, director of distribution; Charles Einfeld, vice president; and W. C. Gehring, executive assistant general sales manager, will preside at the second New York program, being held to accommodate a record number of requests for tickets by shareholders of the company and leaders in financial and business circles.

Herman Wobber to Be Host

The three Los Angeles programs will be hosted by Herman Wobber, Western division sales manager, and will be attended by circuit and independent theatremen from the Los Angeles exchange and surrounding area along with publishers, editors, film writers, columnists and magazine personnel in Hollywood. A large delegation of film producers and studio executives also are expected at the demonstrations.

Alex Harrison, Western sales manager, will be in Chicago from New York today to address theatremen and press guests at the Uptown Theatre program. He, like Wobber, will speak on the company's program.

Hyman Will Address N.E. Meet Tuesday

Edward Hyman, vice-president of American Broadcasting - Paramount Theatres, will leave here today for Boston where he will address a meeting of New England Theatres on his 10-point program to boost business.

The meeting will take place tomorrow at the Copley-Plaza Hotel and will be attended by managers of New England Theatres, an affiliate of AB-PT. Martin Mullen, president of New England Theatres, will be chairman.

AFTRA Hits House Group's 'Red' Report

If the House Un-American Activities committee has information concerning communists within the membership of the New York Local of the American Federation of Television and Radio Artists, it should communicate such information to the union, Charles Collingwood, president of the New York Local, said on Friday in commenting on the House committee's annual report made public in Washington last week.

Denies Union Was Contacted

Collingwood's statement also asserted that "to the best of my knowledge, the committee . . . made no attempt to seek information from the officers or paid executives of the New York Local of AFTRA."

The committee's report said that it had "identified a number of the leaders of the Communist faction within the New York Local of AFTRA."

Collingwood's statement pointed out that AFTRA's constitution disqualifies known Communists from membership in the organization and said "it would seem to be the Committee's duty" to communicate to the union the information which it says it has uncovered.

Kingsberg Resigns Magna 'V-P' Post

Malcolm Kingsberg has resigned as vice-president and treasurer of Magna Theatre Corp.

The acting treasurer now is William G. McGowan. Kingsberg, before his association with Magna, did a special assignment for Loew's, Inc. Long associated with the industry, he was president of RKO Theatres from 1946 to 1950.

New 'Fantasia' Date

The opening date for the first re-release showing of Walt Disney's "Fantasia" at the Normandie Theatre here has been changed to Feb. 7, from Feb. 9.

NT Houses M BookTodd-A

E. K. (Ted) O'Shea, recen pointed vice-president in chai distribution of Magna Theatre left here at the weekend fo Angeles, where he will confe National Theatres president Rhoden on "Oklahoma!" booki NT houses.

O'Shea indicated that the tions to be discussed includ affiliate theatres in Milwaukee, City and Denver. Deals alread been set for "Oklahoma!" o in Detroit, San Francisco—and with the first production in the AO process playing at the time in New York, Chicago a Angeles.

Describes Distribution Pl

O'Shea, describing business current three road-show engag as exceptionally good, said t distribution pattern for "Okla will follow the broad outlines Cinerama distribution set-up, that "Oklahoma!" will have a road-show distribution in the and Canada. He said that he like to have from 25 to 50 in the U. S. and Canada fo show engagements, estimati road-show types would run fo imum of a year, following there will be a general rel "Oklahoma!"

General Release Not S

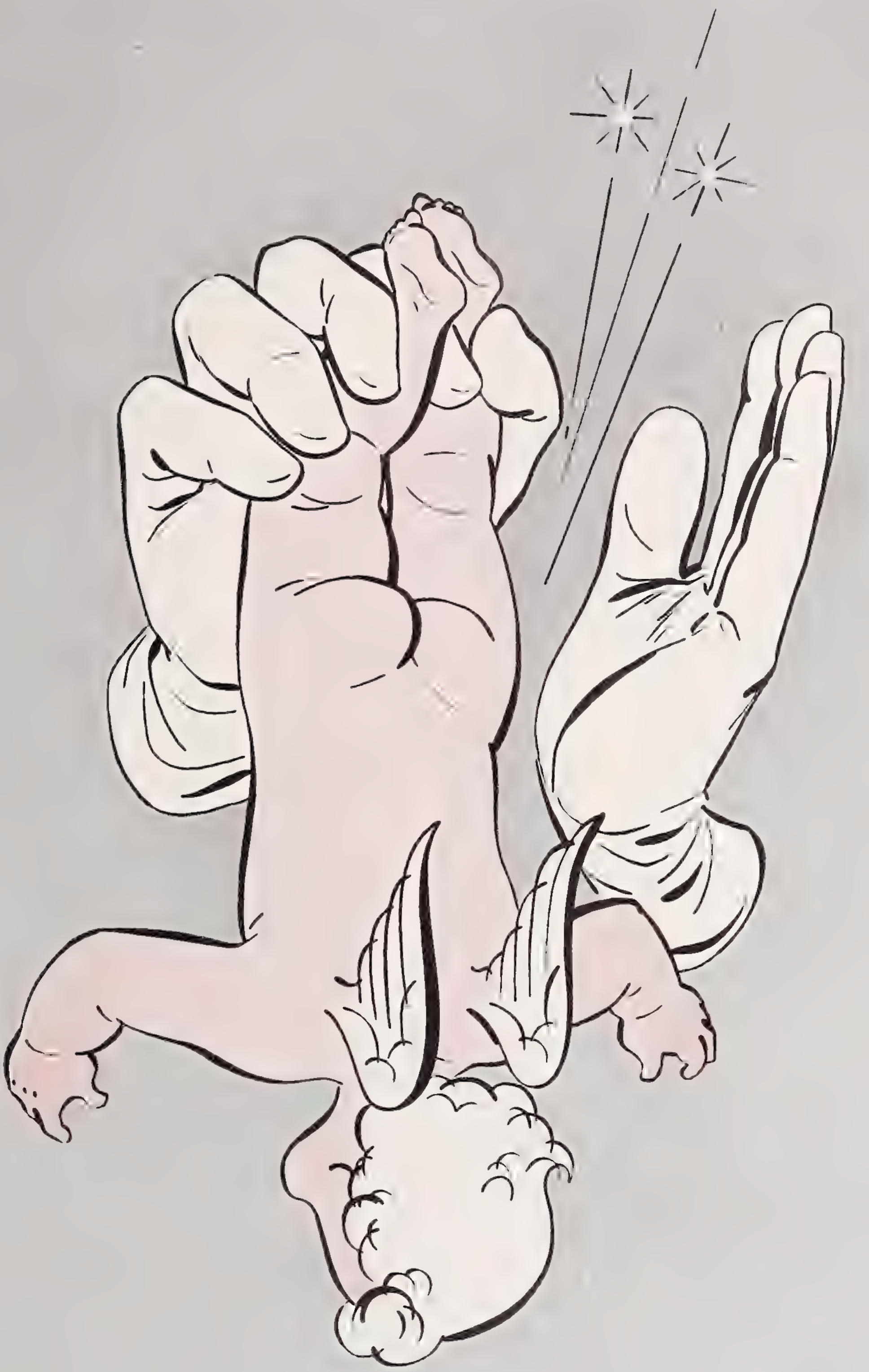
Asked which company wou dle the general release, O'SI the matter had not been disc yet, but the general plan was Magna handle the general rel well. O'Shea, in response to said that Magna had no defini for foreign distribution of the AO version as yet, explaining had been functioning as dist director of the company for c last four days. O'Shea, forme been vice-president and Easte manager of Paramount Pictu

To Unveil 'Troy' Here Wednesday

Well-known diplomat and Perle Mesta will light the Victory Torch on stage of Nev Criterion Theatre Wednesday to launch a special preview of Warner Bros.' "Helen of The screening, held in honor Overseas Press Club will be a by such international celebr Sir Pierson Dixon, British amb to the United Nations, and D jamin Cohen.

The Warner Bros. film will miered simultaneously in 141 more than 50 countries and languages on Jan. 26.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywo Chicago Bureau, 120 South LaSalle Street Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washingto London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telepho 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymo Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single c



spanking new! and named . . . ZANRA

...now taking off into the wild Blue Yonder...

with the picture that's "fun... to your heart's delight"

LUCILLE BALL ★ DESI ARNAZ
JAMES MASON

in

"FOREVER DARLING"

Co-Starring
LOUIS CALHERN ★

with JOHN EMERY ★ JOHN HOYT ★ NATALIE SCHAFER ★

Screen Story and Screen Play by
HELEN DEUTSCH

Directed by ALEXANDER HALL *Produced by* DESI ARNAZ *Associate Producer* JERRY THORPE

A Zanra Productions, Inc., Picture • Filmed in Hollywood by Desilu

An M-G-M Release

plus all the other heavenly hues of EASTMAN COLOR *photography*
Prints by TECHNICOLOR

to all my friends at M-G-M for their
encouragement and inspiring
talents—and to all
in our organization
who labored so untiringly
to help me launch

"FOREVER DARLING"

my first motion picture
under our own independent auspices

...all my thanks
with
all
my
heart

...and special thanks to Bob Carroll, Jr.
and Madelyn Pugh for their great
contribution to our comedy routines.

Desi Arnaz

ZANRA PRODUCTIONS, INC., 846 No. CAHUENGA BLVD., HOLLYWOOD 38, CALIFORNIA

. . . NEWS ROUNDUP

Lauds CinemaScope 55

An editorial in Friday's New York Herald-Tribune titled "The Movies Go Ahead," together with a prominent Page One story and picture in the same paper, highlighted widespread publicity in the Metropolitan area for 20th Century-Fox's new CinemaScope 55 following the first general trade demonstration of the process at the Roxy Theatre.

The editorial said CinemaScope 55 "represents a major step forward in the development of CinemaScope" and that 20th-Fox's $100,000,000 investment in new production and merchandising are examples of "the courage, energy and foresight which made the American motion picture industry great."

■

'Conqueror' in So. America

Two premieres in the world-wide series of openings of Howard Hughes' "The Conqueror" will take place in South America tonight. They will be held in the Morrocos Theatre, Sao Paulo, Brazil, and in Venezuela at the Teatro del Este in Caracas. Both will be benefit performances.

■

'Picnic' in Bantam Book

Bantam Books has published a special 25-cent paperbound edition of William Inge's Pulitzer Prize play, "Picnic," and will release it timed to the nationwide showings of Columbia Pictures' CinemaScope screen version.

■

Bryna Buys Grafton Novel

"A Most Contagious Game," first novel by Samuel Grafton, newspaper and magazine columnist, has been purchased by Kirk Douglas' Bryna Productions from Victor Saville's Parklane Pictures. This will be the second Bryna film for United Artists release.

A.A. Studio Heads Here for Parleys

Harold J. Mirisch, Allied Artists vice-president, arrived here yesterday from California for meetings with AA home office executives and with Robert Clark, director in charge of production for Associated British Pathe, distributors of Allied Artists productions in the United Kingdom.

Mirisch was preceded here from the West Coast by AA executives G. Ralph Branton, vice-president, and John C. Flinn, advertising and publicity director. Clark is scheduled to arrive in New York from England early next week.

ANYTHING GOES

(CONTINUED FROM PAGE 1)

Goes" is based on the stage musical of the same name by Guy Bolton and P. G. Wodehouse and has retained some of the song hits from the show, such as "I Get a Kick Out of You," "You're the Top," "It's De Lovely" and "Blow, Gabriel, Blow," among others. The story was revised and brought up to date by a couple of know-how boys, Howard Lindsay and Russel Crouse.

Considerable credit must go to Nick Castle, chief choreographer, who directed most of the production numbers. Two of Jeanmaire's solo numbers were handled by her husband, ballet-star Roland Petit. Ernie Flatt set Miss Gaynor's title number, "Anything Goes." Each is a standout.

Following the closing of a three-year run of a Broadway musical, in which Crosby has starred, a deal is made whereby Crosby and O'Connor will team up in a musical for the next season, although they never have worked together before. Each is heading for a European vacation separately. The producer tells Crosby to sign a leading lady if he can find one. In London, Crosby meets Miss Gaynor, a singer in a London show, and signs her. Meanwhile, O'Connor in Paris has signed Jeanmaire for the coming Broadway show. They all sail together for New York, each girl thinking that she is to be the feminine star. They start their rehearsals on board ship and here several of the exciting musical numbers are performed. But Crosby falls for Jeanmaire while O'Connor is smitten by Miss Gaynor. As is to be expected, all the difficulties and obstacles are overcome, paving the way for a colorful finale.

Robert Lewis did an expert job in directing. Production was in the capable hands of Robert Emmett Dolan who was responsible for "White Christmas."

"Anything Goes" stacks up as—another platitude—a sure-fire winner.

Running time, 106 minutes. General classification. Release date not set.

AL STEEN

Loew's Seeks

(*Continued from page* 1)

been fixed yet for a court hearing on this petition, but that it would be at least several weeks off. They said announcement was being made now in line with the department's promise to Allied States Association to give as long advance notice as possible on proposed theatre acquisitions by the divorced circuits.

The department has not yet decided whether to recommend court approval of the application, the officials said.

Loew's plans to lease the ground for the theatre, but build the theatre itself. Justice officials said the only theatre now owned by Loew's in the Houston area is the first-run downtown state theatre. In all, there are about 50 theatres in the Houston metropolitan area, of which 14 are drive-ins.

Wilde Joins B-M-S

HOLLYWOOD, Jan. 22.—Arthur Wilde, former Paramount and CBS publicist, will join Blowitz-Maskel-Seltzer public relations organization on Feb. 15 as an associate. Wilde most recently was assistant to Walter Seltzer in the Hecht-Lancaster company.

Para. Salesman Dies

MILWAUKEE, Jan. 22.—Harold Wise, veteran Paramount salesman who covered Milwaukee and Southern Wisconsin, died in Madison, Wis. He is survived by his wife and a sister.

Tax Drive

(*Continued from page* 1)

mittee" in light of COMPO plans to enlarge its composition after this afternoon's initial meeting.

Among those scheduled to attend are Sam Pinanski and Al Lichtman, two of COMPO's governing triumvirate; Emanuel Frisch, of Metropolitan Motion Picture Theatre Association, of New York; Harry Brandt, of Independent Theatre Owners Association, of New York; Robert J. O'Donnell, of Theatre Owners of America and Variety Clubs International; Cecil Dixon, of the Washington office of the Motion Picture Association of America; and Harry Mandel, chairman of COMPO's press relations committee.

Arnall to Be Represented

In addition, a representative of Ellis Arnall, of the Society of Independent Motion Picture Producers, will be present, as well as Coyne, who also is a member COMPO's governing triumvirate, and Charles McCarthy, COMPO public relations director.

This afternoon's meeting came on the heels of Coyne's return from Washington, where he spent six days conferring with Congressmen and political leaders on the ticket tax situation. Coyne, upon his return, described the situation in the capital as one of "watchful-waiting." The go-ahead signal for COMPO to launch its anti-tax campaign was voted at the organization's board meeting on Dec. 15.

PEOPLE

Martin Starr, Mutual's Hollyw commentator, will handle radio erage for the network at the Am can premiere of **Howard Hug** $6,000,000 production, "The C queror," in Washington, Jan. 24 25.

◻

Dan E. Goldman has been add the staff of Modern Film Distribu as executive assistant to **Irving Joseph,** general sales manager of firm.

◻

Jack Kirsch, president of Al Theatres of Illinois, has again appointed theatre and amusen chairman of the Chicago Boy Sc fund raising campaign. This mark his seventh consecutive yea this capacity.

◻

Jim Hart, of Columbia Pict booking department in Atlanta, been named office manager succ ing **Lemar Garrity,** who will take duties as sales representative.

◻

Michael Hitzig, formerly adv ing manager of the Innocenti C has been appointed as market d opment manager of Punch F Inc., of New York.

Brotherhood Week Drive in Philadelph

PHILADELPHIA, Jan. 22.— Schlanger, Stanley Warner zone ager, and Charles Zagrans, RKO chairmen for Brotherhood Wee the Philadelphia area, and repre ing the theatres and distribu both addressed a meeting of the tribution branch managers held day at the RKO screening room

Boasting a 100 per cent tur the branches were represente follows: Sam Diamond, 20th Ce Fox; Mort Magill, Buena Vista. Heiber, Universal; Joe Engel, Sc Guild; Bill Madden, M-G-M; Ch Beilan, Warner Brothers; Ulrik S Paramount; Norman Silverman, public; Lester Wurtele, Colu Gene Tunick, United Artists; Gillis, Allied Artists; Eddie Ga Capital and Zagrans, RKO.

Both Schlanger and Zagrans promised individually by every br manager that all exchange perso and especially the salesmen, r ing into the far corners of the tory, would contact every exhib chain and independent, to guar his participating during brother week.

Exhibitor Killed

DARROUZETT, Tex., Jan. M. W. Wood, who owned the Theatre here, was killed in an mobile accident in Amarillo.

epublic

(*Continued from page* 1)

theatre men well informed on oming pictures far enough in ce to take full advantage of pportunities." He disclosed that),000 is being earmarked for this se.

Will Film in 'Naturama'

eral among Republic's top-budg- tures, of which 10 are ready lease, will be filmed in Natur- the company's anamorphic-lens ss which, Yates said, "eliminates tion and grain, and will improve graphic and color quality. It re- no additional costly projection ment in theatres, provided the- are equipped with anamorphic and wide screens."

first picture utilizing Naturama be Zane Grey's "Maverick ," with Barbara Stanwyck, Sullivan, Scott Brady and Mary ny. Naturama aspect ratio is o one.

es will leave for New York this for conferences with Richard ltschuler, Republic vice-presi- in charge of world sales, con- g regional sales meetings to be n New York, Chicago and Los es in March, with sales and tor personnel participating in -table discussions.

lic in Rank Deal
octor at Sea'

lowing the release of the J. r Rank Organization presenta- 'Doctor In The House," Repub- esident Herbert J. Yates has an- ed the conclusion of a deal ng the distribution of "Doctor a" in the United States. The type of publicity and promotion ign which launched "Doctor in ouse" will back "Doctor At it was reported by Richard W. uler, director of world-wide for Republic.

Set Shipments
7% in 11 Months

From THE DAILY Bureau

SHINGTON, Jan. 22.—Despite line during November in the er of television sets shipped to s, over seven per cent more re- s moved to retail outlets during rst 11 months of 1955 than in milar 1954 period, the Radio- onics-Television Manufacturers ation has reported. From Jan- hrough November, over 6,000,- ets went to dealers last year red with 6,100,000 a year r.

ring November, 634,742 TV sets into the hands of dealers, MA reported, compared with 12 in October. Shipments in nber 1954 had totaled 774,379. m January through November, ,786 sets went to dealers com- with 6,147,135 TV receivers ed in the same 1954 months, A said.

Based on Field Reports

Theatre Business Is Showing Signs Of Continuing Post-Holiday Spurt

Theatre business during the first weeks of 1956 shows signs of continuing on the upgrade, preserving most of the gains recorded during the year-end holidays in many sections, according to reports received from MOTION PICTURE DAILY correspondents in various parts of the country.

Reports from Detroit reveal that receipts throughout Michigan began to improve in mid-November and have steadily increased through the beginning of the new year. The outlook among exhibitors was reported as "extremely satisfactory". In Portland, Ore., business was termed as being "on the upgrade in the majority of first runs," with "Guys and Dolls" in its fourth week at Parker's Broadway Theatre, and "Indian Fighter" in its third week at the Liberty.

Reports from New Haven, Conn., disclose that the general business trend is good although in scattered districts the pick-up is slower than usual. Receipts were termed as "gradually increasing".

Miss Kelly Double-Billed

In Des Moines, Iowa, where business reports for the start of the year are optimistic, a small neighborhood house, the Varsity, found a way to make money on recent headlines. Featuring the double bill "To Catch a Thief" and "Rear Window", starring Grace Kelly, the theatre advertized the first of these as "the picture that introduced her to Prince Charming." Results were good.

TENT TALK

Variety Club News

DETROIT—The board of directors of Detroit Variety Club will hold a luncheon at the club on Wednesday, Feb. 28, to honor visiting Murray Weiss, district executive of Variety Clubs International. The affair will be held at tent headquarters, redecorated, in the Hotel Tuller.

△

BUFFALO.—Marvin Jacobs, chairman of the charity committee of the Variety Club of Buffalo, presented a check for $28,405, raised by the club during the year, to the Cerebral Palsy Clinic (which the club sponsors in the Children's Hospital) during the installation dinner-dance in the Delaware Avenue headquarters. The check was accepted by Mrs. Dudley M. Irwin, president of the hospital's board of managers.

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Luxurious
way to
Los Angeles!
United's
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DC-7s . . . the
"Continentals"

It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 10 a.m. or 12 noon.

Contact nearest United Air Lines ticket office or an authorized travel agent.

UNITED AIR LINES

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Bodde Screen Company, San Fernando, Calif., has announced a new line of "low-gain" projection screens made with aluminum. There are three types: one with a 1.85 reflectance factor; one rated at 1.5 and one at 1.25. The company will continue to make its white matte "seamless" screens, according to B. M. Bodde, Jr., vice-president and general manager. He reports that the new line was developed "to meet the requirements of some of the new screen processes . . . for a slightly higher reflective surface than that provided by a matte white screen."

•

David S. Taylor has been appointed national syrup sales manager of Canada Dry Ginger Ale, Inc., New York, according to Ralph Nims, vice-president. Taylor succeeds Allan Glazebrook, who has been transferred to the company's wine and spirits department. Canada Dry's syrup department handles the sale of a full line of beverage syrups in nine flavors, for use in soda fountains and in cup vending machines.

•

Numerous ideas in modern refreshment stand and restaurant design are provided in a new brochure just released by the Chicago Hardware Foundry Company of North Chicago, Ill. The company makes restaurant stools and tables. Also included in the brochure are installation photos of the company's "Sani-Dri" electric hand dryers for public washrooms.

•

The Raytone Screen Corporation, Brooklyn, N. Y., manufacturers of projection screens, during 1955 had the "biggest year in its 35-year history," according to Sol Shurpin, president. Part of the record business is to be attributed to a large order of screens from the U. S. Navy for its recent program of converting its theatres to wide-screen, he said. Altec Service Corporation was the prime contractor in the Navy's conversion program, which also included installation of lenses made by the Projection Optics Company, Inc., Rochester, N. Y., which are distributed by Raytone.

•

"Lava-Mates" is the name of a new combination soap dispenser and multi-purpose shelf for washrooms. The soap dispenser is gravity-fed and available with either a "straight liquid" or "lather-forming" valve. The semi-circular shelf is made of chrome plated cast bronze.

New Haven's Film Row to Be Razed; Eye New Building

Special to THE DAILY

NEW HAVEN, Conn., Jan. 22.—The Meadow Street area of this city, long-time headquarters for most of the film exchanges, is in the path of Connecticut's newly proposed cross-state highway.

Film Row here will undergo demolition operations to affect scores of buildings including the Warner Bros. Building and the Kilfeather Building which, alone, houses more than a half-dozen branches in the city. Many of the companies concerned with the state's plans have not made definite decisions on a new location but it is presumed that the majority of them will remain in New Haven at scattered locations.

RKO Pictures, whose offices are in the Kilfeather Building, has already transferred some of its operations to its New York office. Meanwhile, plans are under way to discuss the possibility of constructing a new building that would house all of the major companies' branch offices in the city.

Some of the companies affected are: Allied Artists, Columbia Pictures, Fishman Theatres, National Theatre Supply, Inter-State Film Co., Loew's, New Haven Film Service, Republic Pictures, 20th Century-Fox, United Artists and Universal.

Michigan Allied Sets April Convention

DETROIT, Jan. 22.—The convention committee of the Allied Theatres of Michigan Inc. has met and voted the dates of the forthcoming annual state convention, which will be on Wednesday and Thursday April 4 and 5. The convention will be held at the Tuller Hotel.

Chairman of the committee is William Wetsman. Other members are Alden Smith, president of Michigan Allied; Ernie Conlin, executive secretary; Irving Belinski, Milton London and Carl Buermele. It will meet weekly to make plans and book entertainment for the convention.

This is expected to be the largest Allied convention ever held in the State, since membership has reached an all-time high of just under 400 independent exhibitors.

AA, Roach, Jr., in 'Racket Squad' Deal

Allied Artists and the Hal Roach studios have concluded negotiations for the filming and distribution of "Racket Squad," based on Hal Roach, Jr.'s television series.

The film, to be produced by Roach from a screenplay by Malvin Wald and Arthur Orloff, will be released and co-financed by Allied Artists. Reed Hadley, who narrates and has a regular role in the television series, will star in the motion picture version, which will go before the cam-

M-G-M Drive-In Set For Australia

MELBOURNE, Jan. 15 (By Air Mail). — M-G-M has announced plans for building a drive-in theatre near here. The company has acquired a 30-acre site near the suburb of Oakleigh and the drive-in will be named the Metro-Oakleigh.

Making the location a part of the theatre's name has led to trade speculation that M-G-M plans a series of drive-ins similarly named for other suburbs and in other states.

SRO Wins Dismissal Of Chesapeake Suit

California's four-year statute of limitations was the deciding factor in the dismissal of Chesapeake Industries' $100,000 breach of contract suit against Selznick Releasing Organization.

Chesapeake charged that under a 1949 contract, Eagle Lion Classics, a subsidiary, was to release 10 Selznick reissues but that Selznick had not delivered the product. The suit was filed in October of last year.

The New York Supreme Court upheld SRO's attorney Murray Jacobs who contended that, because the alleged contract had been made in California, that state's statute of limitations was in effect and that more than four years had elapsed.

Denies Stage Policy At Hartford Parsons

HARTFORD, Jan. 22.—Bernie Menschell, president of Bercal Theatres, Inc., says he has no intentions of resuming a legitimate stage policy at the 1,200-seat Parsons here, despite continuing local rumors.

"Business for the holdover engagement of M-G-M's 'Guys and Dolls' has been more than gratifying," he said, "and we're planning to follow this Goldwyn musical with some of the top releases from Hollywood studios.

"Our organization has great faith in the future of the motion picture industry, and we intend to display our faith by scheduling film attractions as far ahead as possible."

Walter Blake Joins Aldrich Organization

Walter Blake, film coordinator for CBS-TV, has resigned to join the Associates and Aldrich Company as associate producer on "Fragile Fox" and to develop the company's television film department. Robert Aldrich is producing and directing "Fragile Fox" for United Artists release.

The Associates and Aldrich recently announced its expansion into the fields of film financing and production assistance when it took over "The Ride Back," to be produced by William Conrad and directed by Allan Miner.

REVIEWS:

Two-Gun Lady

Associated Film

HERE IS A new twist for the ac fans who are so familiar with the gun-toting tough guy. Here, howe the latter is a lady, who at the cli tic moment kills the villain by pro that she's faster on the draw.

Norman Jolley's screenplay, b on an original story credited to self and Richard Bartlett, has comely Peggy Castle playing a wo famous trick shot artist, billed "The Two Gun Lady," who start engagement at Robert Low saloon. To add to the dramatic plications, Lowery's sweetheart, M Windsor, resents Miss Castle's i sion. Along about here, U. S. shal William Talman, posing drifter, enters the picture.

Earle Lyon, outlaw son of town's crooked boss (Ian MacI ald) returns home to hide out the loot he's lifted from a Fed bank. Through a logical turn events, Miss Castle learns that L and MacDonald killed her mo and father and burned their many years back. She tells Tal and the latter heads for the M Donald ranch to arrest young L

Meantime, Lyon is heading for saloon to kill Miss Castle. Miss tle, however, proves she can d and shoot just a bit more quickly her adversary.

Executive producer Earl R. L and associate producer Ian MacI ald have stretched an obviously ited budget into a plausible film

Running time, 78 minutes. eral classification. For January lease.

Alias John Preston

Associated Artists

MIND-PROBING, an art that has much success in British films is basis of this moody import cent around murder, violence and rev ing dreams in a country vill Alexander Knox and Betta St. J top the bill.

Miss St. John, pert and pri confident, creates a sense of audi identification as the pivotal her and is ably supported by the h working characterization perfor by Knox.

Miss St. John's romance with F Grant is broken up when she m financier Christopher Lee. Thro his hospital connections he beco associated with Alexander Knox psychiatrist-psychoanalyst, to wh Lee relates a strange recurring dr in which he commits murder. Su quent developments bring out Lee is a schizophrenic who actu committed the deeds which thought he had dreamed. Miss John is re-united with Grant and is taken to a mental institution.

The production by Sid Stone, direction credited to David McD ald, is apt to be an interesting moderately exciting evening for a audiences. Running time: 71 min

eMille

(Continued from page 1)
vations listened to with wrapt tion by a gathering which rep- ted not only the industry but ng figures of state and city.

the serious side, De Mille said rt: "I deplore the tendency of of us to pull apart instead of her, the tendency of groups with- e industry to grab all they can hemselves without regard for the try as a whole. No industry can ve being pulled apart and con- y bled by selfish interests with-

his industry will not survive if gement tries to run it without d for labor—or if labor tries to its economic structure by un- tic and unreasonable demands— agents misuse the power which control of talent gives them— exhibitors forget that they are nen and that good exhibition nds as much showmanship as production does."

Lauds 'Two Young Men'

Mille went on to pay tribute vo young men" on the dais who his first partners, Jesse L. Lasky amuel Goldwyn, and to the late Wark Griffith, whom he called eacher of us all."

dwyn, a principal speaker at the r, which was held in the Bev- Hilton Hotel, paid tribute to the of honor, saying:

cil has been a part of the l and the greatness of Holly- not only because of his ability so because he has always made ctures—not for any limited audi- but for the people as a whole. eatest pictures have had a uni- ity of appeal unmatched by any ."

---

t Balaban Forms Film Subsidiary

ision *lay..* Burt Balaban, president of Princess Pictures, Inc., has announced the ion of a subsidiary to produce ion film commercials and in- l films. Production headquar- ill be in New York City.

ban will be producer on the assignments and will direct of the films, as well. Bernard nfeld, vice-president of Prin- will be in charge of business stration. Richard M. Firestone en appointed sales director of w subsidiary.

---

gh Foundation ors Danny Kaye

ny Kaye, star of Paramount's Court Jester," has been chosen tional Comedian of the Year result of a poll conducted National Laugh Foundation as ude to the Eleventh Annual al Laugh Week, Apr. 2-8, an of which is William G. n, Jr., of the Mennen Co.

r prominent businessmen and industrialists on the committee sponsoring National Laugh Week are: J. A. Anderson, AC Spark Plugs; Alvin Barker, Barker Greeting Card Co.; C. J. Backstrand, Armstrong Cork Co.; Jack Blau, The Hecht Co.; Lee Bristol, Bristol-Myers; Frank Folsom, RCA; Harris Perlstein, Pabst Brewing Co.; William L. Simms, II, Colgate Palmolive; Ivan Wiles, Buick Motor Division; Walter Beardsley, Miles Laboratory; Jack Mohr, Lentheric Co.; John McArthur, Bankers Life and Casualty Co.; Clayton B. Hulsh, Glamorene Chemicals, and Robert P. Marcus, Q-Tips.

Package Plan for RKO Library

(Continued from page 1)
press conference at which he disclosed his sales policy for the "Movietime, U. S. A." RKO Radio films, pointed out that the television industry today was confronted with the same problem confronting the motion picture industry—"a continuous flow of good product." There is also a similiarity between both industries by which product "competes for playing time," Fox said, explaining that once a TV station has sufficient quality programming, it could offer good competition to other network entertainment in the Class "B" time slots and elsewhere around the clock.

"By selling the 740 RKO films in one lump sale, a station is provided with motion picture product for its programming over a number of years," Fox stated.

Sees Profit After Six Runs

Fox said that "in taking the shortest route in television sales of a major motion picture library, a station has to outlay the buying price only once and can make a profit from the films after six runs." He added that if a station could not outlay the complete cost for the films, "time payments could be arranged." He also said that this type of sale "will save me some 30 to 35 per cent of outlay because distribution costs are sharply reduced." Fox said that there will be "one selling cost to stations, releasing charges; each station receive 740 16mm. prints and this type of sales will serve a valid need by supplying permanent quality programming to a station."

Further explaining his sales policy, Fox said that the deal will allow stations to fulfill "a late programming need as feature films are starting to get better ratings than live network shows after 10:30 p.m."

Inviting Owners to Shore

Fox also disclosed that his organization was currently inviting stations and their representatives to come during the next 90 days to the Hotel Shelbourne, Atlantic City, at the expense of C & C TV, to thoroughly investigate the feasibility and possibly purchase "of this virgin package which could be the most profitable acquisition a station owner will ever make."

The TV film executive, who has strong ties in the motion picture industry, said that while the "Movietime, U. S. A." package was available immediately, the programming of the RKO films could be expected to begin this summer. He said that C & C will commence advertising the availability of the films by "applying showmanship for the first time in the television industry. We will handle our approach in a manner which motion pictures are merchandised. 'See a movie at home' will be our theme."

Tells of Previous Efforts

Commenting on his December purchase of the RKO vault from Thomas F. O'Neil, Fox said that he had been negotiating for four years to secure a library. "I even offered one company $30,000,000 for a film library, but was turned down as the film industry heads do not like to lose negative rights. They even now abhor me for allowing the purchasers of the RKO films to retain negative rights."

Fox pointed out also that O'Neil still retains the negative rights to all of the 740 films and has first-run television distribution rights for two years on 150 of these films. "O'Neil has now discovered that some of these films have some theatrical reissuing value and that securing a national sponsor for these 150 pictures is very difficult," the C & C head said.

In disclosing his plans for the foreign theatrical distribution of the "Movietime, U. S. A." package, Fox said that he was setting up a company similiar to the Realart Pictures Corp., which he organized in 1946 for Universal Pictures. Under this type of an operation, he said, "we will set up franchises in foreign countries to handle the re-issuing of the films to theatres." In mentioning Realart, Fox said that the company's 10-year deal with Universal will expire in July and that Universal has received over $7,000,000 from that arrangement.

"As it stands now, I could make more money from distributing the RKO films outside the U. S. and Canada than from distributing the pictures to television domestically," the C & C head stated.

Ezzes to Direct Sales of RKO Films to TV

Erwin Ezzes, former sales manager for Guild Films and Motion Pictures for Television, has been appointed vice-president and general sales manager for C & C Television Corp., it was announced by Matthew Fox, president.

Also appointed to posts with C & C were Noah Jacobs, Ted Rosenberg and Arthur Steloff, who will act as assistants to Ezzes; Richard B. Morros, administration director, and Gene Cogen, publicity director. Monroe Greenthal Agency will handle the advertising.

THE SIXTH ANNUAL
COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, January 29. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

As Usual & Better

▶ The NBC Film Division, currently in the midst of moving to new, enlarged quarters on New York's Fifth Avenue, is not simply doing business as usual but, from all reports, better than the usual which has been very good. Last year was the best in its three-year history; sales were up 20 per cent, and the Fall season, usually on off-period, topped all others. Dodd, Redfield & Johnstone, Inc., is the Division's new ad agency, working under the direction of Jay H. Smolen, manager of advertising and promotion. The Division's newest property, the "Crunch and Des" series adapted from the Philip Wylie *Saturday Evening Post* stories, has been sold in over 60 markets including Alaska and Hawaii and, for the record, had its premiere last week over KDKA-TV, Pittsburgh. Mr. Wylie, much of whose work (excluding the *Post* stories) has touched on over-commercialism, metaphysics, mom-ism and the generally low state of our world, might see some significance in the fact that so far almost all of the sponsors for "Crunch and Des" are breweries. Who cares if this is a generation of vipers, as long as each drinks his suds?

Friday Night

▶ For one reason or another Friday night on the networks has always been—comparatively speaking—the loneliest night of the week. It is encouraging then to hear the rumors that CBS is toying with the idea of placing in a Friday night spot its Playhouse 90, the series of live 90-minute weekly dramas projected for next season. There is no reason to believe that there is something inherent in Friday night that should limit it to various not-too-dissimilar film series and Edward R. Morrow. A little variety and excitement in Friday night programming will help everyone concerned, including those not-too-dissimilar film series.

Widespread Emmy

▶ With a meeting of minds between Don DeFore, president of the Academy of Television Arts and Sciences, from Hollywood, and Ed Sullivan, acting chairman of the categories committee in New York, there is agreement and will be equal participation of east and west in the Academy's Emmy awards, which will be announced March 17 in a nationwide telecast, in color over NBC. There will be 41 categories, two of them special (if merited) awards. Nominations due soon, and balloting will be secret.

"Richard" Is Sold

▶ After weeks of the kind of sweat and toil that are expended in such gymnasia as the "21" and the Detroit Athletic Club, NBC announces that it has sold its monumental "Richard III" telecast for sponsorship by five divisions of the General Motors Corporation. The American premiere of Sir Laurence Oliver's VistaVision, color by Technicolor film will comprise a three-hour telecast Sunday afternoon March 11. The afternoon time spot is something of a surprise. Originally some top NBC and RCA executives were of the opinion that the graphic details of Shakespeare's often bloody work hardly made it the thing to substitute for Zoo Parade. The total cost of the telecast is put at between $700,000 and $800,000, with $500,000 paid for the rights alone. It will be an historic telecast in several respects; only three commercial breaks in three hours; it precedes the theatrical release; the network can recoup part of its investment from the theatrical receipts—up to $40,000. No matter how the picture may turn out, the NBC salesmen have put on a whale of a performance.

Hot Time

▶ All of a bright sudden that afternoon, catch-the-little-lady-at-home spot has become the hottest, or one of the hottest things in television's week, and the attempts to capture her undivided are getting really competitive. NBC actually started the ball rolling with its elaborate, ambitious and expensive Matinee Theatre undertaking from Hollywood, which apparently is meeting with very substantial success, sponsor-wise. Latest across the desk is the report from ABC-TV that its Afternoon Film Festival in the 3 to 5 P.M. time segment, with its initial show, January 16, topped the competition, according to a 13-city Trendex study: a 6.0 rating and 30.3 share of audience for the two-hour period. It's Monday through Friday, with feature films, and Allyn Edwards as host. Competition is good for the soul, the industry and the viewers.

Integration

▶ Marking the marked success apparently enjoyed by Electronicam, the DuMont TV-Film System which provides a live-on-film technique, announcement is at hand of the integration of all Electronicam operations, with James L. Caddigan as director of the division, which is as it should be, since Caddigan has been father mother to the precocious child si its earliest days.

Not So Funny

▶ Her Majesty's Government not amused. The cause of it al a London commercial televis show based on the Ameri "People Are Funny." Recently British counterpart raised a st of protest by sending out testants into the streets and vate homes on such assignment looking for uranium under

(*Continued on page 12*)

In Our View

WE ARE told that when the National Associatio of Radio and Television Broadcasters' Television Code Review Board meets in San Francisc January 26 and 27 it will take up the matter of th showing of clips from motion pictures on TV shows a to possible violation of the advertising restrictions o the Television Code. The question apparently has bee raised—by person or persons unknown—that the showing of portions of Hollywood films in return for a consideration, whether of money or by barter, may constitute advertising rather than entertainment.

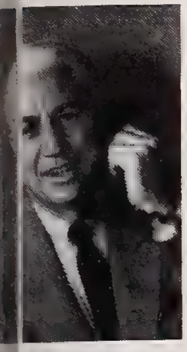
Such a contention comes quite close to being the mos complete nonsense which has ever come to our attentio in view of the nature of the subject matter in questio if for no other reason. By what fantastic reasoning it ca be contended that a small segment of an entertainmen motion picture, shown on a TV program is advertisin is beyond comprehension. What does it advertise? Ho does it advertise? When such material is used on a var ety TV program, such as the Ed Sullivan Show, for example, it is inserted there for the precise and sol reason that it *is* entertainment, designed to, and fo most part succeeding in *entertaining* the viewing aud ence. Such pictures do not tell the viewer how to use new type of cleansing powder on the bathroom floor o in the washing machine. That would be advertising. Th fact that the producer of the film from which a clip shown happens to make that and other motion picture for theatre audiences is entirely incidental to the poin at issue.

It would seem to this observer that the NARTB Cod Review Board could and should have a number of v tally important areas of investigation to occupy it wit in the sphere which is implied by the Code operatio for the good of the television industry as a whole, an not go baying across the landscape after a shado There's real work that needs doing, like watching wha comes off that receiver screen into the home.

—*Charles S. Aaronso*

BC Film ts Sights n 1956

C Film Syndication has def- plans on how to meet the etition, and, considering that its 1955 billings were 99.1 per cent over those for 1954 and that it now is operating at a "comfortable profit," those plans have the look of calculated success.



e Shupert

This was the impression at a press conce in New York last week icted by George T. Shupert, lent, and Don L. Kearney, resident in charge of sales. in attendance were Leonard ldenson, president of Ameri- Broadcasting-Paramount The- , and from ABC Film Syndi- , John B. Burns, vice-presi- and director of national sales, Richard P. Morgan, vice-presi- and business manager.

xplained by Mr. Shupert, ABC Syndication's plans for 1956 mbodied in a four-point pro- : the development of national rk business; expanded activ- the syndication department, ormation of an international on, and the possible addition commercial and industrial on.

lementing the first point, the any within the next six to weeks will offer to national tisers five new shows, four of have adventure as their ("Forest Ranger" and rew of the Mounted," for uth-family market, and "The icano" and "The Force" for audiences) and one, "Believe Not," a dramatic anthology based on the files of Robert y.

◆ ◆

addition, the syndication de- ent will have available for the first four months of the two new properties, "The Musketeers," produced in and "Code Three," now in ction at the Hal Roach Stu- n Hollywood. The latter al- has been sold to Liebmann eries regionally and will go yndication in remaining mar- fter Easter.

ns for the formation of an ational division are being ped and it is expected that ead of this division will be nced soon. Meanwhile, ABC Syndication continues its re- into the foreign market it began a year ago.

sideration of a commercial

FILMED TV SHOWS—FROM A to Z

and industrial division, said Mr. Shupert, came about through his recognition of the need for advertisers to have a single source for all film requirements, both in and out of television. The company may buy into a well-established production company in order to obtain the necessary facilities. "In this way," he said, "we will be able to offer advertisers financially sound, reputable production services already geared to their needs."

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In the course of the press conference Mr. Shupert touched on a number of other vital topics, particularly:

The debate on the advantages of spot vs. network. "We clearly recognize the advantages of both. It is my belief that more and more national advertisers will buy spot programming, not necessarily as a substitute for network, but as a supplement. . . ."

The emphasis on adventure-type shows. "Because year in and year out, in both network and spot programming, the shows that are consistently among the top are of the adventure or mystery-adventure type. . . . Audiences and advertisers prefer programming based on real life or real incidents. We call this 'four dimensional' programming—sight, sound, action and truth."

The price of product. "There is still a reluctance on the part of many stations to pay a price high enough to allow syndicators to profitably produce top quality programs for first run on a local basis. This is extremely short-sighted. . . . Fortunately, there are still enough far-sighted local and regional advertisers who are willing to pay a fair price."

The outlook generally. "Advertisers and stations in 1956 can look forward to better product and more complete services from most of the film distributors."

◆ ◆

In line with this expanded activity, Mr. Kearney announced that Patric Rastall, formerly of the Chicago office, was being transferred to New York to enlarge and strengthen the eastern sales staff. Howard Anderson, who has been manager of the company's Dallas office, will move to Chicago as manager of the midwest division where the sales staff will be expanded within the next month. Robert Dalschau, formerly on the staff of KENS-TV, San Antonio, will replace Mr. Anderson as manager of the Dallas office.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Ziv Plans Big Time Expansion

It was a busy week for Ziv Television Programs. Last week the company:

Set a record budget of $800,000 for promotion of its 1956 $12,000,000 production schedule;

Outlined what is to be "a permanent policy" of twice-monthly talent auditions on the West Coast, designed to draw into the company's talent pool at least 250 new actors and actresses during 1956;

Announced the immediate availability for screening abroad of various dubbed Ziv telefilms for the purpose of alerting foreign TV interests to "the strides achieved by commercial TV in the United States."

These were three specific Ziv projects, having to do with particular plans and special goals. Last week, Frederic W. Ziv, board chairman of the company, took time out to issue a warning to be considered institutionally by advertisers and their agencies. The subject: "one-season wonders" in bargain-priced film packages.

The current trend among bluechip advertisers using syndicated films, said Mr. Ziv, is to duplicate the network clients' practice of continuing a successful show over a number of years. This affords high sponsor identification and a valuable time franchise.

"But too often," he continued, "sponsors in syndication will find that a film series with which they are absolutely satisfied, or which they have bought at a bargain price, will fizzle out after a single season. . . . Advertisers should be cautious of buying a syndicated film series, no matter how good it is, when the production of the series is likely to be limited to a season's output from the very beginning. . . ."

Mr. Ziv then named several advertisers who had been able to stay with their Ziv shows over a matter of years: Interstate Bakers, which has had a fresh cycle of Cisco Kid shows for each season since 1950, and Phillips Petroleum, now in its third year with I Led Three Lives series.

"Station lists for these year-in, year-out advertisers have been constantly expanding, and the time clearances — already good — have been getting steadily better, since agency time buyers can stay on the watch for good availabilities, knowing the show will be in continuous production for as long as needed."

Concerning its $800,000 promotion budget, a company spokesman said that it represented an increase of 23 per cent over the comparable 1955 spending.

Veteran producer-director William Castle, who just recently joined Ziv, conceived the twice-monthly talent auditions policy, the first of which is to be held in about two weeks and each one of which will see about 25 actors auditioned.

Ziv's International Division is handling the screenings abroad and thereby, in the words of the company announcement, "is taking the lead in accelerating the development of widespread television broadcasting in eight countries on the European contingent."

Shows on the Mark

"Music from Meadowbrook," starring Ralph Flanagan and his orchestra, with an invitation to "Let's Dance Again With Flanagan" will premiere over ABC-TV, Thursday, January 26 at 10 P.M., EST. Featured will be the Flatbush Five, a dance contest, an interview with an outstanding career airman and a "spot light" game.

The "Les Paul and Mary Ford at Home" show starring the husband-and-wife musical duo of Les Paul and Mary Ford, becomes a Monday-through-Friday feature on WCBS-TV starting tonight. The program, during which the couple chat, play guitars and sing, is in the 5:55-6 P.M., EST, spot.

"Eye on New York," a weekly report on life in the nation's largest city conducted by Bill Leonard on WCBS-TV, made its debut on the CBS Television network yesterday in the 11-11:30 A.M., EST, time spot.

"Yesterday's Worlds," a new educational television series featuring Dr. Casper Kraemer, professor of archeology and the classics at New York University, goes on the air for the first time Saturday over WCBS-TV. The 26-week series is produced by the WCBS-TV Public Affairs Department in cooperation with New York University, the Educational Television and Radio Center and the Metropolitan Museum of Art.

Some of Hollywood's top personalities and their families will participate in "Inside Beverly Hills," the Sunday Spectacular of January 29 on NBC-TV from 7:30 to 9 P.M., EST, in color and black and white. Among those appearing with host Art Linkletter will be such as Groucho Marx, Peter Lawford, Tony Martin, Chico Marx, James Stewart, Harpo Marx, Cornel Wilde, producer Samuel Goldwyn, Harold Lloyd, Rory Calhoun and Robert Cummings.

Passing in Review

THE MIAMI (FLORIDA) Chamber of Commerce has somewhat painfully learned the lesson about television which Sir Alexander Korda learned earlier this season—that is, the medium's tremendous capacity to spread the word, good *or* bad. Sir Alexander last Fall gave his new feature film, "The Constant Husband," a world premiere over American television and succeeded in starting a lot of not very complimentary word-of-mouth. Two weeks ago, NBC's Steve Allen undertook a week of telecasts from Miami, an operation blessed by the city fathers as another terrific promotional scheme. And it would have been if the weather had not played tricks. As it turned out, at least 60,000,000 Americans today are aware that in Miami in January it often can be colder than in New York. Steve Allen last week was back in New York getting warm, but two of his singers were still recuperating from the colds they picked up. The red faces were not from sunburn.

Ruth Gordon and her co-workers from the Broadway hit, "The Matchmakers," highlighted CBS-TV's Ed Sullivan Show Sunday night (January 15), despite the fact that Mr. Sullivan himself kept getting his cues mixed up. The same afternoon on NBC-TV Senator Karl Mundt handled himself with an unusual ease and ability to make an amusing, informative "Youth Wants to Know" and the NBC Opera Theatre came up with a fairly controversial "Magic Flute," which is all to the good.

ABC-TV's well-publicized Afternoon Film Festival got under way Monday with "The Cruel Sea" and early reports indicate huge audience reception. Two previously not altogether successful NBC shows were unmistakably perking up last week. The Chevy Show, led by Dinah Shore, with Stubby Kaye, Perry Como and Gisele MacKenzie, scored its first solid hit of the season Tuesday night, and Wednesday night, Ida Lupino, as writer director, delivered to the Screen Directors Playhouse what certainly must be one of that series' best so far. Elsewhere in the week:

FORD STAR JUBILEE: "Blithe Spirit," CBS-TV, 1½ Hour, 9:30 P.M., EST, Saturday, January 14, 1956. Live, compatible color, from Hollywood. For Ford.

After easing into American television with his in many ways precedent-shattering song fest with Mary Martin, Noel Coward last Saturday night showed the nation what drawing room farce should look like and seldom does. Like his debut, "Blithe Spirit" was quite a performance. It may be that only a sociologist, steeped in the lore of what makes a civilization rise or fall, can properly gauge Mr. Coward's effect on that collective nonentity, the average American viewer. The high ratings indicate that the viewers must have liked what they were seeing and late field dispatches report no evidence that the fabric of the American home has been permanently damaged by the display of caustic love and world-weary marriage. Within its own highly stylized framework, "Blithe Spirit" was tops, with Mr. Coward's direction of his own script particularly adept. He retained much of the magic of the illusive stage technique in a medium that has a terrible way of showing up any such hand-me-down business. As actor, he declaimed wittily and paced Claudette Colbert and Lauren Bacall on to new horizons. The lay press of course, has documented Mildred Natwick's particular triumph, but no one noted that the part of Madame Arcati is probably one of the most actress-proof roles ever written, with the possible exception of the role of Blanche Dubois, and Blanche may not count since she was definitely, positively nuts.

PLAYWRIGHTS '56: "Lost," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, January 17, 1956. Live, from New York. For Pontiac.

The case history of an amnesia victim, adapted by Arnold Schulman from a *New Yorker* piece by Berton Roueche, "Lost" was one of Fred Coe's most interesting Playwrights '56 presentations. It was not entirely successful, principally because of a reason outlined by the narrator: the specific details of what happened to a man suffering from amnesia (which made up the drama of "Lost") is only part of the story, the rest—and most important part—is why his mind drew the blank it did. Arthur Penn was extremely ambitious in his staging, employing a "chorus" of the family and friends of the victim to tell what each knew of the case and to cue in specific scenes of the man's terrible plight. A chorus is a legitimate but very delicate device. In "Lost" it had a way of stopping the action and uttering truths which might better have been dramatized. Mr. Penn also used a couple of extended and apparently kinescoped montages which were effective and just slightly reminiscent of the sort of weird effects enjoyed so much by German film directors back in the silent days. Steven Hill was fine in the title role and received outstanding support from Sally Gracie as a sympathetic nightclub dancer. Vivian Nathan was not far behind as the victim's well-meaning wife, performing, as part of the chorus, with remarkable warmth on an artily lit stage as barren as Mother Hubbard's cupboard. That must be a chore.

U.S. STEEL HOUR, "The Great Adventure." CBS-TV, 1 Hour, 10 P.M., EST, Wednesday, January 18, 1956. Live, from New York. For United States Steel.

The stage "greats," Hume Cronyn and Jessica Tandy, bring a new grace and delight to the contagiously entertaining Arnold Bennett story, "Buried Alive," here expertly adapted for a television hour by Kay Arthur. A famed artist returns to England after years away, his valet dies and is mistaken for himself, and the artist grasps the opportunity thus to keep away from the public he shuns. When the "artist" is buried in Westminster Abbey a personal problem arises, and when the artist marries the woman his valet had promised via matrimonial agency more problems arise, especially when the facts that he is alive and that the valet had been married come to light. In the television medium there is no loss in the manner in which the winsome delight of the situation comes across. Cronyn as the artist and Miss Tandy as the new bride are most happily cast, of course.

LORETTA YOUNG SHOW: "Inga III," NBC-TV, ½ Hour, 10 P.M., EST, Sunday, January 8, 1956. Film. For Procter & Gamble.

It should be good news all around that Loretta Young some weeks ago returned to head her own show after a lengthy illness. She is, as always, bright and beautiful and even a cynic would have to admit that the relentless good cheer, which her stories inevitably spread, is given an interesting dimension by the vitality of the star herself. It's a cinch that her particular radiance will never be hidden under the bushels which occasionally are her vehicles. In "Inga III," Miss Young again portrays the heavily accented Swedish-American girl, the unlikely head of a prison honor farm who, in this episode, goes against prison board convention and solves the personal problems of one of her inmates. It's all rather implausible but sparked by good humor and homey philosophy that are pleasant to watch. The production and photography match the high gloss of the star. But Granet produces for Lewislor Films.

MAYOR OF THE TOWN: WABD-TV, New York, ½ Hour, 7 P.M., EST, Saturday, January 14, 1956. Film. Varied sponsors.

Here returning to this station is a series which manifestly offers entertainment satisfaction of a hi order. Chiefly responsible is t likeable, capable performance Thomas Mitchell as the Mayor a mythical Springdale, Somewhe USA. The trials, troubles a tribulations of various of t mayor's constituents make up t subject matter of the series, wi the chief protagonists in this, a probably most other instanc Billy Chapin as Butch, the mayo nephew, and especially Kathle Freeman, as Merilly, the mayo housekeeper. This time the matt at hand is one of misunderstan ing and the mistaken belief th Merilly had something to do wi a valuable article which has d appeared. It is lightly engagi material which should be pleasi to most audiences. The series produced and directed—well— John Rawlins and Marshal Gra in association with Gross-Kras Inc., in Hollywood.

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SPOTLIGHT

(Continued)

householder's floorboards, and co pletely redecorating (and maki a shambles of) an unsuspecti victim's living room. The Gove ment-appointed Independent Te vision Authority, which has t last word in commercial TV ope tions, ordered the show's produc to stop this nonsense which v lates the sanctity of a man's ho It's just this sort of thing that covered by the Magna Carta, a why King John—a contrary ma was so apprehensive about si ing.

Name Push

▶ Big name values are selli values, without question, and Gu Films is smartly utilizing tl basic fact in adding from time time a name or two to the "Moll (nee "The Goldbergs") film show. Blanche Yurka, Harv Lembeck ("You'll Never (Rich"), are typical castees. heavy sales push also is going hind the program. Incidental Guild Films in 1955 had its b year in sales to date, R. R. Ka man, president, told his stockho ers last week.

Color-Full

▶ When NBC's Matinee Thea went outdoors recently for lo tion-shooting of "All the Trees the Field" in the San Fernan Valley, and the result was re oned successful, NBC set plans more of same, and for the origi tion of seven top shows in co during the next several wee Testing of the network's color m bile unit is in the hands of Fr Wile, Jr., vice-president in char of NBC's Pacific Division, a Thomas W. Sarnoff, director production. Important star sho are to get the color treatment, perimentally, from black and wh studios, and a remote color pick for Wide Wide World of Febr ary 12 also is on the books.

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HOLLYWOOD, U. S. A.:

HOLLYWOOD: A Playwrights Festival, during all of the current week, Monday through Friday, is **Albert McCleery's** way of lining up new writing talent for television generally and the NBC Matinee Theatre, of which he is executive producer. Seven writers new to TV, in five new TV plays, is the week's schedule. An "aggressive step to real creative television dramatic programming," says Mr. McCleery. The writers: **Arnold Auerback, Donald Symington** and **Dean Harens, Betty Grove, Oort Thaw, Glenn** and **Elaine Wolfe.** To them, and to Mr. McCleery, good luck on a good idea.

◆

"Spotlight on Youth" made its debut over KTTV yesterday, with Coca Cola picking up the weekly tab for the Ross-Danzig production. Spotlight has **Alex Cooper,** well-known local disc jockey, moderating the teen-age program every Sunday at 2 P.M., with top talent from various high schools participating. The show will not be restricted to singers and dancers, but will include sports, sciences and public speaking. This kind of format sounds catching.

◆

Jack Gross and **Phil Krasne,** owners and operators of the California Studios, bought **Roland Reed's** interest in a new half-hour film series, "Test Pilot", to become sole owners. The pilot will fly the agency and potential sponsor route within three weeks. . . . **Jody Copelan** brought his wonderful film editing background into play with an impressive debut in the directorial ranks, evidenced in his handling of a "Sky King" episode.

◆

Carsons' Year: Show business astrologists are probably taking credit for figuring out the name of **Carson** to score in the "most promising new star" category of our recent poll for *Fame.*

NBC has **Jeannie** under contract, while CBS claims **Johnny.** And **Charlie Isaacs,** who writes Johnny's show with **Jack Elinson** and **Jack Douglas,** has NBC and Jeannie interested in doing a pilot for a new series titled "Kathy,"—about a British immigrant who tries to establish herself in America. The film will be shot this Summer if J. Arthur Rank doesn't pre-empt Jeannie's time on the one film a year she's obligated to do for the next five years.

THE SHERIFF and the producer. Eugene Biscauliz of Los Angeles County, with Hal Roach, Jr., of Hal Roach Productions. It'll be a new film series for TV.

Johnny impressed us as being a realistic comedian over a cup of tea in the Farmer's Market last week. His theory for a comic's success in TV is predicated on the sponsor's recognition of certain qualities, which properly exposed, with at least 13 weeks to develop an audience interest, can produce an accepted personality to carry an important show. He's doing his 31st consecutive show for Jello, and there's the proof of the pudding.

—*SAMUEL D. BERNS*

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The Show-Makers

"The Day Lincoln Was Shot," a Paul Gregory Theatre Production based on Jim Bishop's best-selling story of the last hours in the plot to assassinate Abraham Lincoln, will be offered in color on CBS-TV's "Ford Star Jubilee" 9:30-11 P.M., EST, Saturday, February 11, Starred will be ***Jack Lemmon*** *as Booth;* ***Raymond Massey*** *as Lincoln; and* ***Lillian Gish*** *as Mrs. Lincoln.* ***Charles Laughton*** *will be narrator.*

◆

Mercedes McCambridge *and* ***James Daly*** *star in "A Public Figure," on Studio One, tonight, at 10 P.M. on CBS-TV.* ***Felix Jackson*** *produces and* ***Paul Nickell*** *directs.*

◆

Joan Davis *has been signed to a long-term exclusive contract by the American Broadcasting Company and will star in a new situation comedy series to make its television debut this Fall.*

◆

Jackie Gleason *will sit in for* ***Edward R. Murrow*** *on "Person to Person" Friday, February 3, on CBS-TV. Mr. Murrow is out of the country on a film assignment.*

◆

Joan Fontaine *stars in "Summer Promise" on the General Electric Theatre, CBS-TV at 9 P.M., EST, Sunday, January 29. On-air program supervisor of the General Electric Theatre is* ***Ronald Reagan.***

◆

Diana Lynn *will play the starring role in "The Final Hours of Joan of Arc," a dramatic re-creation of the trial and execution of the maid of Orleans, on "You Are There," Sunday, January 29, on CBS-TV at 6:30 P.M., EST. Supporting her are* ***Addison Richards, Lawrence Dobkin, Peter Brocco, Jeffrey Sayre, Herbert Rudley*** *and* ***Jefferson Searles.***

◆

Bob Finkel, *formerly co-producer and director of NBC-TV's "Colgate Variety Hour," has been signed as producer-director for the new NBC Comedy Hour, scheduled for three out of four Sundays from 8 to 9 P.M., EST. The first assignment for Mr. Finkel is February 5.*

TV TALES from BRITAIN

LONDON: Seven groups have applied for the Independent Television Authority's Scottish contract. They include: Roy Thomson, Canadian owner of *The Scotsman* newspaper and TV station in North America; Robert Wotherspoon, Inverness cinema owner; Sir James Miller, head of a building concern with headquarters in Edinburgh.

It is understood that the I.T.A. wants the contract to go to an organisation with considerable Scottish connections. Present contractors are unlikely to be asked to extend their activities to Scotland. Transmissions from Scotland are expected to begin early in 1957.

THE BBC has completed a deal with Lane Blackwell of Freemantle Overseas Radio and TV, Inc., for 39 fifteen-minute film programmes recalling the early days of the cinema. The series, entitled "Movie Museum," opens January 7 with "The Great Train Robbery." Others include D. W. Griffith's "A Girl and Her Trust," "The Drunkard's Reformation," "The Heart of a Waif," and the story of Mae Murray and Valentino. Freemantle recently sold a group of short films for children's programmes to commercial TV.

THE BBC also has obtained the rights of the American TV films, "I Led Three Lives." The films are based on the actual experiences of Herbert A. Philbrick, a Boston business man who worked for n years uncovering Communist ac ities in the United States. part of Philbrick in the films played by Richard Carlson.

JOHN McMILLAN has been pointed assistant general mana of AR. Formerly with the B Mr. McMillan began his broadc ing career in Australia. In country he joined the Internati Broadcasting Company in 1934 later founded the British Fo Network.

THE first commercial film st in Scotland has been set up Glasgow by Elder Film Pro tions.

It has two stages and is suit for all normal interior film w A viewing theatre and dres rooms make it a compact setup the past Scottish film produ have had to use makeshift facil but with the expansion of com cial TV it became necessary to velop a more permanent st

As already reported, comme TV transmissions are schedule begin in the Spring of 1957.

COMMERCIAL TV companies to make a further cut in the allocated to news and weather letins. Originally these bull were given 15 minutes. Later to seven, they are now down to minutes—on the assumption news does not build a TV audi BBC news programmes will tinue to run for fifteen minut

NEWS that AR had bid for clusive newsreel coverage of 1956 Olympic Games in Melbo has led to protests by new companies here. AR is unders to have offered £25,000 for t rights. Two representatives o company have been in Austral obtain the rights as prote against the BBC and with o newsreels buying footage from

—*WILLIAM*

ABC TRICKS TIME

Something new in tec niques has been added. AB comes up with special equi ment, to be installed in Ch cago, to allow unlimited loc time zone repeats of loc shows when Daylight Time in effect, according to John Mitchell, vice - president charge of the ABC Televisio Network. Repeats are po sible within an hour of th original eastern presentatio with a method of "video d lay" enabling storing, the replaying with no loss quality, it is said. The aim delayed feeds to standa time zones, from April to O tober, with Chicago as th focal point.

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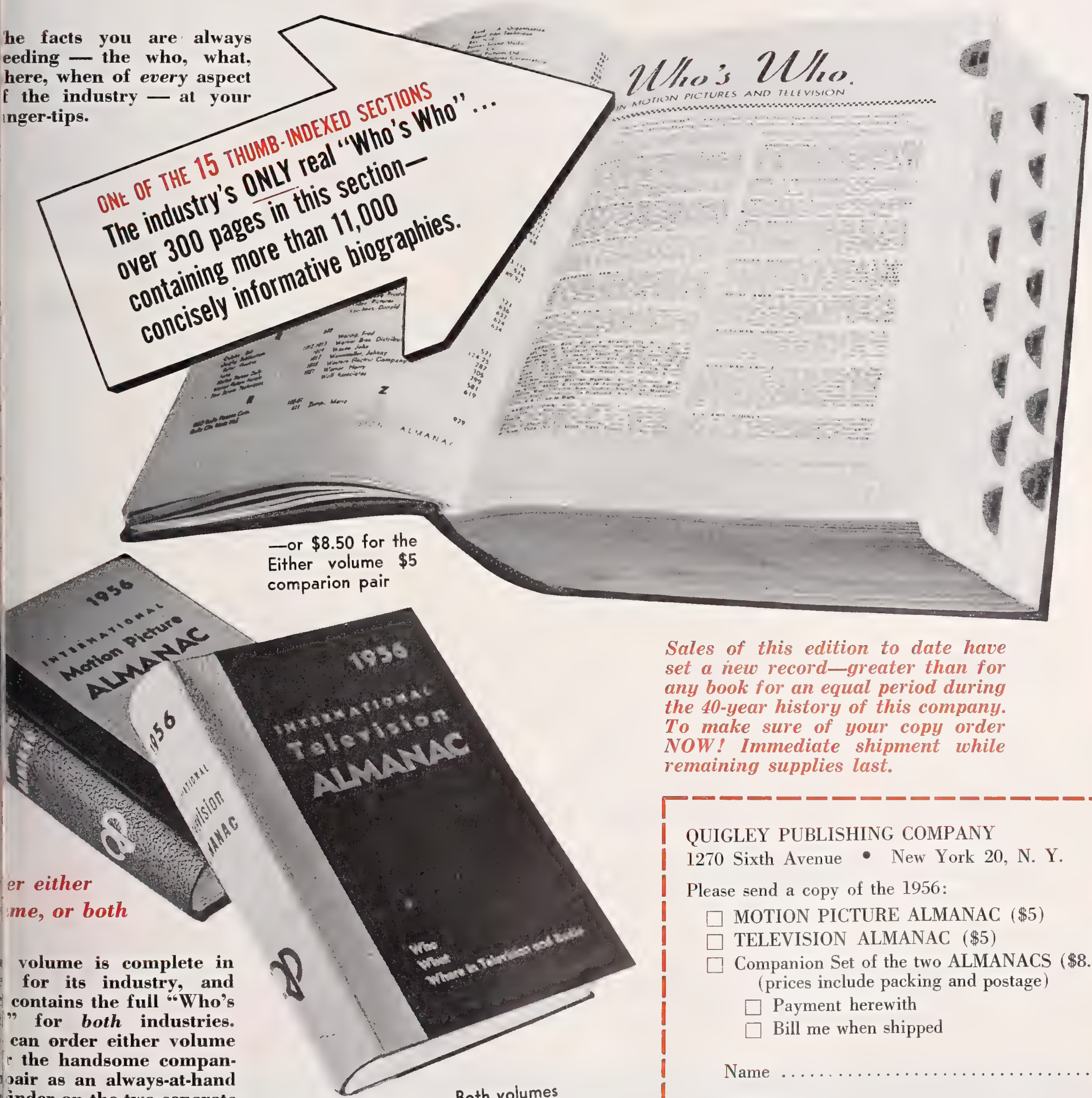

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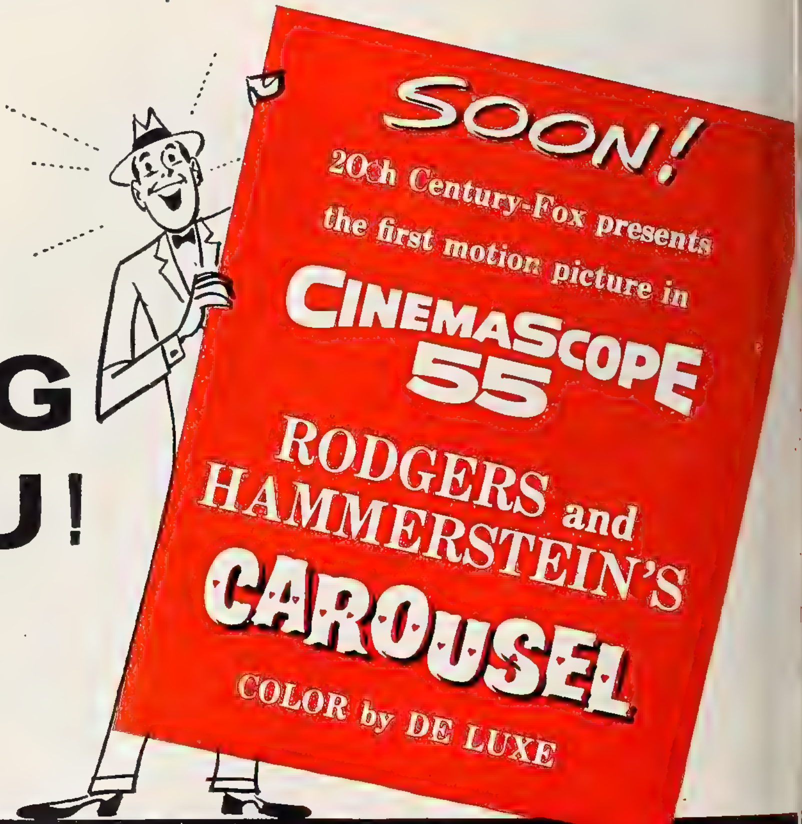

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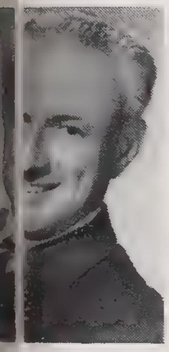
Donnell Will ad Industry x Campaign

onal Assistants to 'icked Within Days

ərt J. O'Donnell, of Texas, was national chairman of the in- ; anti-ticket tax campaign at a g here yesterday of the Council of Motion Picture Organization's steering committee on the tax drive.


. O'Donnell

It also was decided that O'Donnell, vice - president and general manager of the Texas Interstate Circuit, should pick regional vice - chairmen t him. These appointments are d to be made in the next few

ɔnnell, commenting on his ap-

(Continued on page 4)

da Dies Suddenly lis London Home

From THE DAILY Bureau

IDON, Jan. 23.—Sir Alexander 63, whose film activities d two continents, died here at his home in Kensington Gardens. Although in ill health ıe time, he had been to his of- Friday. His wife, Lady Korda, th him when he died.

in Hungary in 1893, Korda

(Continued on page 5)

menfeld to Head ːalif. Exhibitors

Special to THE DAILY

FRANCISCO, Jan. 23.—Abe nfeld of Blumenfeld Theatres een elected president of the ərn California Theatre Associa-

ər officers elected by the asso-

(Continued on page 4)

MPA to Meet Today On Budget for 1956

The executive committee of the board of directors of the Motion Picture Association of America will meet here today to adopt a budget for the coming year.

Technicolor Enters Color Lithography Field With New Unit

Technicolor announced yesterday its entry into the field of color lithography through formation of a Graphic Arts division as the second important step in its diversification program.

Dr. H. T. Kalmus

Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., stated that the new division was being created to make use of the "vast amount of knowledge, skills and experience of

(Continued on page 5)

RKO Officials to D.C. For 'Conqueror' Bow

Headed by Thomas F. O'Neil, chairman of the board of RKO Teleradio Pictures, and Mrs. O'Neil, a group of top executives from motion pictures and broadcasting will be on

(Continued on page 4)

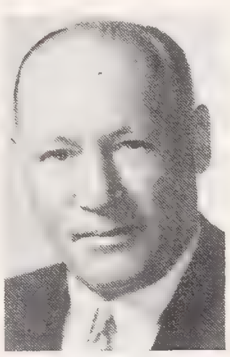
Since Christmas Holiday Period

Rhoden Notes Sharp Attendance Upswing

Neighborhood Houses Show 'Surprising' Improvement; Cites 'Off-Beat' Pictures

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 23.—A sharp improvement in theatre attendance since the Christmas holidays was reported here by Elmer Rhoden, president of National Theatres.


Elmer Rhoden

"From all parts of the country, our theatre operators see concrete evidence of a business upswing," Rhoden said at the conclusion of a two-day meeting of the circuit's divisional executives.

Rhoden said that it was particularly gratifying to observe that NT's neighborhood theatres, which had been seriously affected, were showing a "surprising

(Continued on page 4)

Exploitation Clinic At Drive-in Meet

Special to THE DAILY

CLEVELAND, Jan. 23.—An exploitation clinic has been added to the agenda of the Allied States drive-in exhibitors' convention here Feb. 21-23. The clinic will be conducted by David Cheatham of the Moon-Glow Drive-in, Pulaski, Tenn. Associated with Cheatham in the exploitation clinic will be Hugh McLachlan of the Y & W Theatres of Indiana.

Edward Lider of the Yamins circuit

(Continued on page 5)

Bill Would Amend N. Y. Sunday Law

Special to THE DAILY

ALBANY, Jan. 23.—Sunday sports and entertainment, including motion pictures, could start at 1:05 P.M., instead of the present 2 P.M., under the terms of a bill introduced by Senator William F. Condon, Yonkers Republican. The measure, which

(Continued on page 4)

Cinemiracle Leases RCA Equipment

Special to THE DAILY

CAMDEN, N. J., Jan. 23.—RCA stereophonic film-recording equipment—including the film industry's first transistorized seven-track mixer amplifier—has been leased by Cinemiracle Corporation for use with its new wide-screen motion picture process, it was announced today by Elmer Rhoden, president of the Los Angeles

(Continued on page 4)

Pinanski on Tax Repeal Drive

Says Congress Should Be Informed That Tax-Saving Must Be Retained

With a substantial number of theatres operating on a marginal or submarginal level, the industry should again inform Congress that the sought-after ticket tax saving may not be passed on to the public, according to Sam Pinanski, of the Council of Motion Picture Organization's governing triumvirate.

Pinanski, interviewed prior to yesterday's meeting of the COMPO tax steering committee, said there should be no "misrepresentation" to Congress in this tax drive, as there was none in the last campaign which resulted in partial tax relief. He went on to say that the ticket tax relief is needed to help the industry "bail itself out,"

(Continued on page 5)

Perley Named Aide To Para.'s Deneau

Jack Perley, who since 1950 had been sales manager at Paramount's New York branch, was promoted yesterday to assistant to Sidney G. Deneau, Western U. S. sales manager, Deneau announced.

In his new post, Perley will be stationed at the home office. He has been with Paramount for 25 years.

PERSONAL MENTION

NICHOLAS M. SCHENCK, chairman of Loew's, Inc., and Arthur Loew, president, returned to New York yesterday from the Coast.

•

Simon H. Fabian, president of Stanley Warner Corp., is a grandfather again with the birth of a son at French Hospital here Sunday to Mrs. Paul Jacobson, Fabian's daughter.

•

Leo F. Samuels, Buena Vista president and general sales manager, and Albert Margolies, advertising-publicity director, are in Atlanta from New York.

•

Manny Reiner, I.F.E. Releasing Corp. general sales manager, has returned to New York from key cities of the Southwest.

•

Herbert H. Greenblatt, RKO Radio Western sales manager, returned here yesterday following a trip to the Coast.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is in Boston today from New York.

•

Joseph A. Tanney, head of S.O.S. Cinema Supply Corp., and his legal advisor, Samuel Eden, are on a West Indies trip.

•

W. C. Gehring, 20th Century-Fox executive assistant general sales manager, is in Boston today from New York.

•

P. T. Dana, Universal Pictures Eastern sales manager, has returned to New York from Buffalo.

•

Bert Friedlob, producer, arrived here yesterday by plane from the Coast.

•

Joseph L. Manckiewicz has left here for Saigon, Indo-China.

Dickstein Heads New Daily Theatre Section

Martin Dickstein, formerly amusement advertising manager of the Brooklyn "Eagle," has been named head of the theatre section of the new Brooklyn "Daily." As amusement editor of the new tabloid, Dickstein will contribute a theatrical news column as well as supervise the theatre ad department.

The Brooklyn "Daily," staffed by many former Eagle employees, is the borough's only daily paper.

What? No English Titles for 'Camillo'?

Special to THE DAILY

MILWAUKEE, Wis., Jan. 23.–A clamoring audience demanded and received refunds from manager Earl Thompson of the Downer Theater here, when it was discovered, during the screening, that "The Return of Don Camillo" (Italian) didn't have the usual English sub-titles. Only a few patrons who understood Italian remained.

A fresh print of the film, this time bearing English sub-titles, was flown from New York in time for the following night.

Steve Allen to M.C. F. J. P. Luncheon

Steve Allen, star of Universal-International's "The Benny Goodman Story" and the NBC network television show "Tonight," will be the emcee of the Mark of Achievements luncheon of the Federation of Jewish Philanthropies at the Hotel Sheraton-Astor next Tuesday, it was announced yesterday by Harry Brandt, luncheon chairman, and Oscar Hammerstein II, awards chairman.

The Mark of Achievements Luncheon will highlight the amusement industries division's participation in the 1955-56 Federation campaign. The 1955 award winners are exhibitor Samuel Rinzler, television producer Louis G. Cowan of Revlon's "$64,000 Question," Kim Novak, director Elia Kazan, Paul Muni, comedian Phil Silvers, and television writer Paddy Chayefsky.

Construction Starts On Loew's Drive-in

Loew's Theatres, Inc., has begun construction of a new 1,000-car drive-in theatre on Route 35, in Raritan Township, Monmouth County, N. J., according to Loew's president Joseph R. Vogel. The new open air operation, the third for Loew's, will be known as Loew's Raritan and will open in the early Spring.

All recent improvements in drive-in theatre construction and equipment, including a 130 foot by 60 foot screen, will be incorporated into the project, he said. A 75-foot beacon tower is being constructed. A large free playground area, equipped with numerous fun devices, and a streamlined, modern concession building are being built.

'Hurrah' to Columbia

"The Last Hurrah," Edwin O'Connor's Atlantic Prize novel selected by the Atlantic Monthly and also published by Little, Brown and Co., has been purchased by Columbia Pictures.

Advance Notice On Mergers Sought

WASHINGTON, Jan. 23.–Anti-trust Chief Stanley N. Barnes urged Congress to enact legislation to require firms planning to merge to give advance notice to the Justice Department and Federal Trade Commission.

Testifying before a House judiciary subcommittee, Barnes said this was necessary to help the anti-trust agencies enforce the anti-merger laws. He supported a bill by Rep. Keating (R., N. Y.) to require firms planning to merge to give 90 days advance notice to Justice and the FTC whenever their combined assets would be more than $10,000,000. The bill would provide a $5,000 to $50,000 penalty for failure to give such notice or failure to supply any extra information the government might decide it wants.

Justice Probes NBC Phila. Acquisition

WASHINGTON, Jan. 23. – The Justice Department's anti-trust division is investigating the RCA-NBC purchase of Westinghouse's Philadelphia television station, it was learned.

The Federal Communications Commission recently okayed the deal under which RCA-NBC gave Westinghouse its Cleveland station and $3,000,000 cash for the Philadelphia station. Justice, however, is investigating allegations that NBC pressured Westinghouse into the deal by threatening to withdraw NBC affiliation from other Westinghouse stations.

11 Ambassadors at Premiere of 'Helen'

The acceptance list of Warner Bros.' special invitational showing of "Helen of Troy" tomorrow at the Criterion Theatre now contains ambassadors and diplomatic leaders from 11 countries. The showing is in honor of the Overseas Press Club.. The guests will be seated by young ladies representing 15 countries, to carry out further the global flavor of the made-in-Italy American film.

In the audience will be Sir Pierson Dixon (United Kingdom), Mohammed Riad (Egypt), Arthur S. Lall (India), Christian X. Palamas (Greece), Oscar Thorsing (Sweden), Rafael de la Colina (Mexico), M. Hans Engen (Norway), Mohammed Mir Khan (Pakistan), Herve Alphand (France), K. W. Yu (China), James W. Barco (U.S.A.).

Senft Joins Sterling

David V. Senft, son of the late Alfred E. Senft, founder of Sterling Poster and Display Co., has joined the organization, it was announced by Mrs. Annette S. Senft, president.

University Poll

Find Childre Spending Mor Time with T

From THE DAILY Bureau

MILWAUKEE, Jan. 23. – youngsters are spending more t than ever in front of their TV s according to a survey of Milwau school children by Marquette Uni sity professor Ella Clark.

The present average of 24 h viewing time spent by young stud is five hours greater than results Dr. Clark's survey in 1951, and increase of six-tenths of an hour c tallies a year ago. Contrary to po lar thought, Dr. Clark asserts, "t vision is not tapering off". Of repercussions, Dr. Clark related t some teachers were complaining sleepy students in classes because late viewing, but that youngsters, the other hand, felt that video ai their vocabulary, helped with curr events, geography, and other subje

The poll, sponsored jointly Marquette University and the M waukee County Council of Radio Television, studied three thous children to obtain results on T effect.

'Demon' Set for Guild

The Japanese production of "Go en Demon" will have its Ameri premiere at the Guild Theatre h on Jan. 30, it was announced Norman W. Elson, president of Gu Enterprises.

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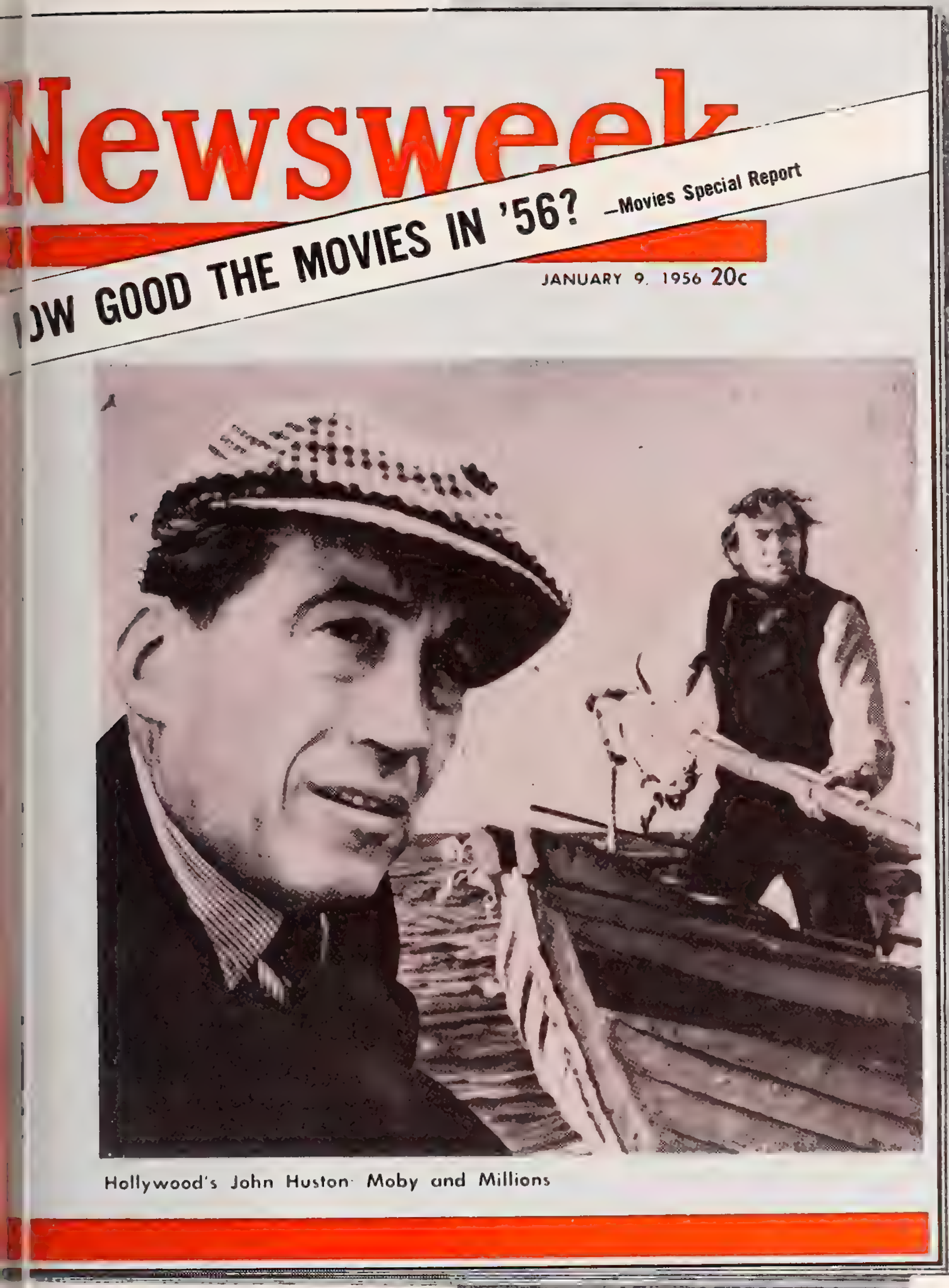
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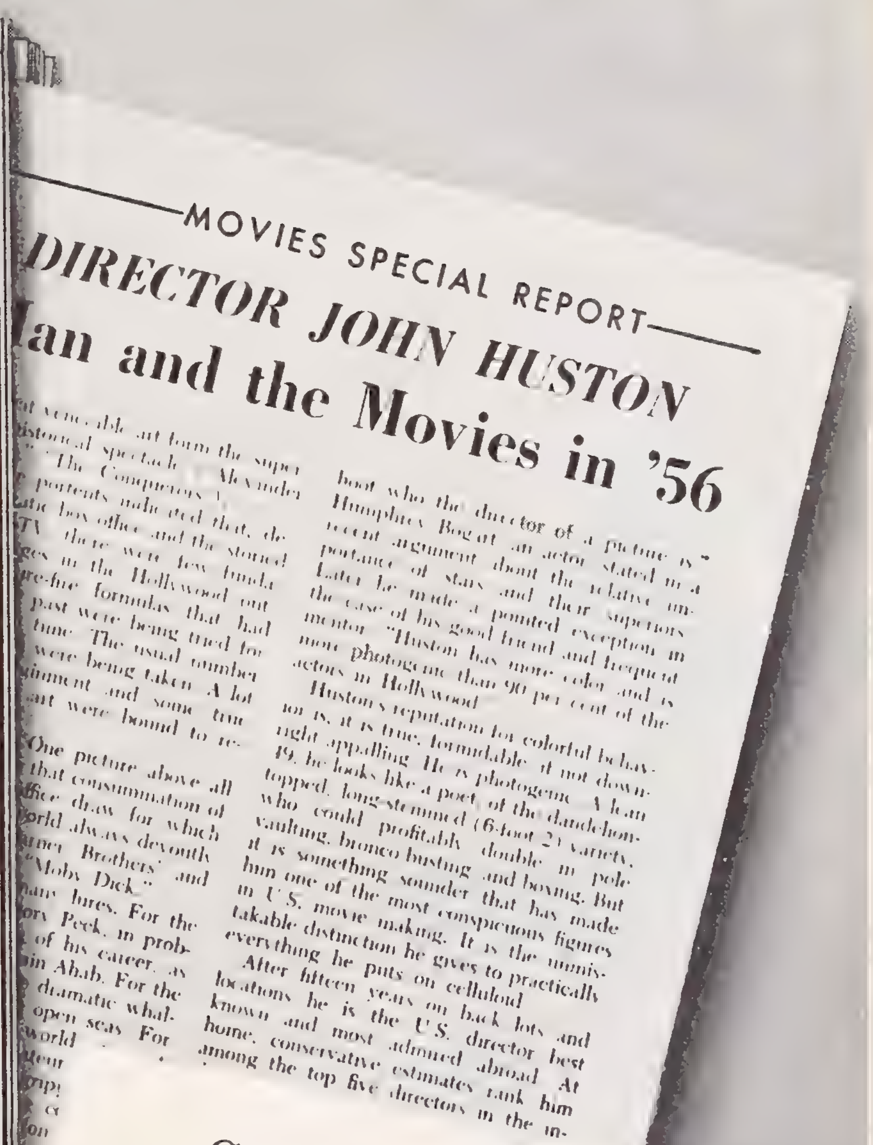
Hollywood's John Huston: Moby and Millions



MOVIES SPECIAL REPORT

DIRECTOR JOHN HUSTON
an and the Movies in '56

at venerable art form the super
istorical spectacle ("Alexander
" "The Conquerors")
e portents indicated that, de-
atic box office and the storied
TV, there were few funda-
ges in the Hollywood out
re-fire formulas that had
past were being tried for
time. The usual number
were being taken. A lot
ainment and some true
art were bound to re-

One picture above all
that consummation of
ffice draw for which
orld always devoutly
rner Brothers' and
"Moby Dick."
any lures. For the
ory Peck, in prob-
of his career, as
in Ahab. For the
dramatic whal-
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on

bout who the director of a picture is," Humphrey Bogart, an actor, stated in a recent argument about the relative importance of stars and their superiors. Later he made a pointed exception in the case of his good friend and frequent mentor: "Huston has more color and is more photogenic than 90 per cent of the actors in Hollywood."

Huston's reputation for colorful behavior is, it is true, formidable if not downright appalling. He is photogenic. A lean 49, he looks like a poet, of the dandelion-topped, long-stemmed (6-foot 2) variety, who could profitably double in pole vaulting, bronco busting and boxing. But it is something sounder that has made him one of the most conspicuous figures in U.S. movie making. It is the unmistakable distinction he gives to practically everything he puts on celluloid.

After fifteen years on back lots and locations he is the U.S. director best known and most admired abroad. At home, conservative estimates rank him among the top five directors in the in-

Conservative estimates rank John Huston among the top five directors in the industry---the others, by general consensus: William Wyler, George Stevens, Fred Zinnemann, and Billy Wilder.

IT IS WORTHY OF NOTE THAT THREE OF THE TOP FIVE DIRECTORS—

WILLIAM WYLER · BILLY WILDER · JOHN HUSTON

WILL PRODUCE AND DIRECT PICTURES FOR

ALLIED ARTISTS IN '56!

The first, William Wyler's "The Friendly Persuasion," is nearing completion

Mo.-Ill. Association Plans Meet; Names Standing Committees

Special to THE DAILY

ST. LOUIS, Jan. 23.—Officers and directors of the Missouri-Illinois Theater Owners will meet on Feb. 14 in St. Louis to work out details for a regional gathering of the MITO in Louisiana, Mo., on March 13.

Meanwhile, standing committees of the Missouri-Illinois Theater Owners announced by President L. J. Williams of Union, Mo., were as follows:

Membership: Pete Medley, Sikeston, Mo.; Pete Gloriod, Poplar Bluff, Mo.; Eddie Clark, Metropolis, Ill.; Sid Sayetta, Kirkwood, Mo.; Nick Karakas and Phil Nanos, St. Louis; Ken Hirth, Pacific, Mo.; Bill Waring, Jr., Cobden, Ill.; and Clyde Metcalf, Edwardsville, Ill.

Legislative: State Senator Edward V. Long, Clarksville, Mo.; Tom Edwards, St. Eldon, Mo.; Edward Arthur and Bess Schulter, St. Louis; Harold Farmer, Pinkneyville, Ill.; and Loren Cluster, Salem, Ill.

Grievance: Lou Ansell, St. Louis; Charles Beninati, Carlyle, Ill.; and Russell Armentrout, Louisiana, Mo.

Regional Meetings: Russell Armentrout, Louisiana, Mo.; Jimmie James, St. Louis; and Bernard Temborius, Lebanon, Ill.

TOA Representatives: L. J. Williams, Union, Mo.; Paul Krueger and Tommy James, St. Louis, TOA board of directors; Tom Bloomer, Belleville, Ill., Executive committee; and Lester R. Kropp, St. Louis, TOA vice-president.

1956 *MITO Annual Convention:* Paul Krueger, St. Louis, general chairman; Tom Edwards, Sr., Eldon, Mo.; Tom Bloomer, Belleville, Ill., and Lester R. Kropp, St. Louis, advisory chairmen; and A. B. Magarian, East St. Louis, Ill., trade show chairman.

Finances: Charlie Goldman, Howard Zulauf, and John Meinardi, St. Louis; Joe Goldfarb, Alton, Ill.; and Frank Plumlee, Farmington, Mo.

Publicity and Public Relations: Frank Henson, William Kaimann, Speros Karides, D. Davis, and John Dugan, St. Louis; John Carothers, Carbondale, Ill.; Tom Edwards, Jr., Farminton, Mo.; Herschel Eichhorn, Mounds, Ill.; Robert Johnson, Fairfield, Ill.; Forrest Pirtle, Jerseyville, Ill.; William Collins, DeSoto, Mo.; Guy Haskins, Malden, Mo.; Harry Miller, Festus, Mo.; and Vincent (Red) Rost, New Madrid, Mo.

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REVIEW:

Joe Macbeth

Columbia

It doesn't really matter exactly what Shakespeare intended when he wrote his gory tragedy, "Macbeth," but for the moment we can assume that Philip Yordan, who wrote the screenplay for "Joe Macbeth" was convinced that the plot was sound enough and the action dynamic enough for a 20th Century paraphrase that would be well transposed to the gangster world. Racketeer action, blood and suspense along with swift movement and good acting make the film acceptable program material. What will interest exhibitors is this: It moves. If it is exploited with the accent on the action and the emphasis decidedly off the art angle, it should sell, and neatly.

Paul Douglas, Number Two man in a New York gang, is egged on by his unscrupulously ambitious wife, Ruth Roman, to rub out the top man and take over. From there in, the plot follows as closely as before with the Bard's plot line, including the many murders Macbeth commits to retain his shaky position as "king-pin" and a scene where Lily (Lady) Macbeth goes colorfully insane. Students of Shakespeare may get a few kicks out of calling the signals as they come up but, by and large, the arty touches are not sufficiently obtrusive to bother anyone in particular. Ideas from the Bard peek through only fleetingly from time to time.

The final product will be more likely to give the Cagney-Bogart-Robinson mob the "competition jitters" rather than the Welles-Olivier gang.

Running time, 90 minutes. General classification. For February release.

Rhoden

(*Continued from page 1*)

improvement in all areas." An analysis of pictures scheduled for release during the balance of 1956 points to a continuance of this business upswing, he added.

After mentioning several forthcoming releases specifically, Rhoden stated that "in addition, theatres also have been benefitted by the release of many off-beat pictures with showmanship that has drawn the public back to the theatres." Rhoden said it was the firm intention of National Theatres to back these pictures with showmanship and selling that will maintain the improved business.

RKO Officials

(*Continued from page 1*)

hand tonight for the Washington premiere of Howard Hughes' "The Conqueror" at Keith's Theatre. A large turnout of dignitaries from Capitol Hill also will be present for the one-performance showing of the $6,000,000 RKO picture for the benefit of CARE, international charity.

The CinemaScope-Technicolor production had premieres last night in Caracas, Venezuela, and in Sao Paulo, Brazil.

Leaving for Washington this afternoon with Mr. and Mrs. O'Neil are Jack Poor, executive vice president of the Mutual Broadcasting System and a member of the RKO board; Robert Manby, vice president of General Teleradio; Edward L. Walton, administrative assistant to RKO president Daniel T. O'Shea, and Nat Levy, RKO's Eastern sales manager.

Two personalities from Mutual, Ruby Mercer and Martin Starr, will move their programs to Washington to cover the premiere.

Cinemiracle

(*Continued from page 1*)

film firm, and H. D. Bradbury, manager, of film recording, theatre and sound products department of Radio Corp. of America.

The RCA transistorized amplifier is only a fraction of the size and weight of conventional recording amplifiers and requires 25 times less power, Bradbury said.

Rhoden pointed out that the combination of RCA's transistorized amplifiers with seven-track stereophonic recording and Cinemiracle's high film speed—146.25 feet per minute—can be expected to introduce new realism and fidelity in motion picture sound recording and reproduction. The combination, it is anticipated, will produce increased sensitivity of recording over a wider frequency range.

Cinemiracle Corp., he said, expects to introduce its new motion picture film process early this year. An ultra-wide screen system, Cinemiracle utilizes three cameras on a single tripod for film production, and three projectors in a central booth for film projection. A newly developed, electronically controlled system of lenses makes possible a composite merging with maximum precision, of the three separate films on a single wide theatre screen.

Blumenfeld

(*Continued from page 1*)

ciation's board of directors were: Homer Tegtmeier, Tegtmeier Theatres, first vice-president; Irving M. Levin, division manager of San Francisco Theatres, second vice-president; William Elder, managing director of Loew's Warfield Theatre, secretary-treasurer; and Hulda McGinn, public relations and legislative counsel.

O'Donnell

(*Continued from page 1*)

pointment, said that he accepted position because it afforded him opportuntiy to be of great servic the industry and also to thousand exhibitors whom he knows to be need of relief from the Federal mission tax if they are to remai business.

Sees Congressmen Sympatheti

Reporting on the political situa in Washington, Robert W. Co one of the three COMPO co-c men, said he had been assured Congressional leaders sympath consideration at the current ses of Congress.

Cecil Dixon, of the Motion Pic Association of America's Washin office, a member of the steering c mittee, recommended that the campaign be conducted on the g roots level in the same manner was the last campaign.

Sam Pinanski, another COMPO chairman, stated that he was c vinced that the industry had an e chance for additional help from Congress. He stated "if our char were only one in ten we should foolhardy not to prosecute rights."

Most of the meeting was given c to a detailed discussion of campa strategy.

The COMPO press relations c mittee will work with Coyne Charles E. McCarthy, COMPO formation director, in handling p licity.

Will Retain Sindlinger

It was also decide to continue employment of Sindlinger & Co. the research firm to collect statis for the campaign.

The meeting was presided over Pinanski of the COMPO triumvir Others attending were Al Lichtm also a COMPO co-chairman; Ha Mandel, chairman of the COM press relations committee; Martin vine, representing Independent Th tre Owners Association in the abse of ITOA president Harry Brandt, a Emanuel Frisch, president of Met politan Motion Picture Theat Association.

N.Y. Sunday Law

(*Continued from page 1*)

would amend the penal law a would take effect immediately, been referred to the Codes Comm tee.

The bill has been described as o permitting professional baseball a football to be started on Sunday 1:05 P.M. However, the propo would affect entertainment, too, any locality in which local ordinanc did not conflict.

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E. Allied Meeting ain at Winchendon

Special to THE DAILY

TON, Jan. 23.–Independent Ex- ors, Inc., of New England has 1 to hold the 1956 regional con- ion at Toy Town Tavern, Winch- n, Mass., where the 1955 con- ion was held. The dates for the convention are Oct. 15-16.

ongress

(*Continued from page 1*)

ending that there is what he d a "middle echelon" of theatres, es that either are breaking even losing money, that need the ht-after tax relief to stay in ness.

nanski, who also is president of rican Theatres Corp. of Boston, ibed business in the New Eng- area as below that of last year. said the dip in business began ng the summer months in New and, a section of the country ned during those months by un- l flood conditions. Currently, he ed the lack of good product for drop in business.

Seconds Goldenson, Hyman

e declared himself in favor of rderly release of product through- the year, as advocated by Leon- Goldenson, American Broadcast- Paramount Theatres president, Edward Hyman, AB-PT vice- dent.

nanski, who also is president of bitors Film Financial Group, the tre Owners of America project inance production, now "moth- d," said he is continuing conver- ns with the Department of Jus- He described the Justice De- nent as sympathetic to EFFG's lem of how to win governmental ptance to the view that divorced its should be allowed to partici- as stockholders in EFFG.

nanski said negotiations with the ce Department will continue.

ree Showings Set r 'Scope 55 Today

emonstrations of 20th Century- s CinemaScope 55 continue to- with showings taking place at Memorial Theatre, Boston; Fox, Francisco, and Indiana, Indian- s, before a combined audience of oximately 6,000 exhibitors, press, and radio representatives and r community opinion-makers.

nese demonstrations follow a nd showing at the Roxy Theatre yesterday attended by more 3,000 guests, including Robert J. onnell, vice-president of the In- ate Circuit; producers Edward L. rson and Marcel Hellman, and C. Stein, chairman of the board Iusic Corp. of America.

Lichtman, director of distribu- representing president Spyros P. aras, who is in California, addressed the audience, describing the measures being taken by the company to establish the supremacy of motion pictures throughout the world.

Sir Alexander Korda Is Dead

(*Continued from page 1*)

was a newspaper man in Budapest, Vienna, Berlin, Hollywood and Paris before starting his industry career. He founded London Films in 1932 and received international recognition with his "The Private Life of Henry VIII," which was released the following year. He was a former director of United Artists Corp. in the United States.

Among his subsequent productions were "The Scarlet Pimpernel," "The Ghost Goes West," "The Thief of Bagdad," "Elephant Boy," "The Third Man," "Richard III" and many others.

Korda maintained an American company, London Film Productions, Inc., of which Morris Helprin is president. Helprin, who recently returned to New York from here, will fly back to London tonight.

Korda was knighted in 1942.

Industry Leaders Mourn Passing of Alexander Korda

Arthur B. Krim, president of United Artists, on the death of Sir Alexander Korda, said:

"I am shocked and saddened to learn of the sudden death of my good friend, Sir Alexander Korda. His genius and craftsmanship brought a high standard of entertainment to the screen and enhanced the reputation of our industry around the world. As a partner in United Artists, he made a great contribution to the history and prestige of our company. On behalf of United Artists, I extend our sincere sympathy and condolences to Sir Alexander's family."

Robert S. Benjamin, United Artists chairman of the board, said:

"The death of Sir Alexander Korda is a tragic loss that our industry can ill afford. His was a fine creative talent, and he had a special flair for encouraging and inspiring the best in other artists. Through his unique contributions over the years, Sir Alexander has earned a lasting place in the history of motion pictures."

'Outstanding Leader' Says Johnston

Eric Johnston, president of the Motion Picture Association of America, said:

"As one of the outstanding motion picture leaders in our time, Sir Alexander Korda's field of operations was as universal as the film itself and his loss will be keenly felt wherever the cinema is known."

Nicholas M. Schenck, chairman of the board of Loew's, Inc.:

"Alexander Korda was a key figure in the development of closer association between the motion picture creators in Europe and America. He made many contributions to the world of entertainment and brought new stars and ideas before the international public. We regret his loss."

Technicolor

(*Continued from page 1*)

the color film organization in the broad field of graphic arts, particularly in the reproduction of color on the printed page."

Through utilizing methods and knowledge of electronics, mechanics, color separation and chemistry the new division expects to make available economies and rapid service to its customers. The first commercial operation of this new Technicolor facility will occupy one floor of a newly-acquired building in Burbank and will be prepared to accept orders by July 1, 1956.

Two of the country's leaders in the field of graphic arts will head the new Technicolor Graphic Arts division: Virgil P. Barta and Herbert Morrow, Jr. Both men came to Technicolor from Rochester Institute of Technology.

Application of recently developed technics will enable the Technicolor operation to make available three-color lithography through a system which greatly reduces initial expenditures ordinarily associated with producing color plates.

The system makes color commercially feasible for relatively short runs of only a few hundred as well as for runs where the customer may require tens of thousands of printed copies.

Exploitation Clinic

(*Continued from page 1*)

of New England will conduct a clinic on concessions.

A show consisting of live acts for bookings in drive-ins will be held on the evening of the opening day.

Booths for exhibits are almost completely sold out and it may be necessary to seek additional space, according to the convention committee.

Coca Cola will be the host at the annual banquet, which will be preceded by a cocktail party to be given by Berlo Vending Co.

Set AA's Progress Drive for 17 Weeks

Allied Artists' "March of Progress Drive" will be launched this weekend and continue for 17 weeks.

Arthur Greenblatt, drive captain, and AA's division heads have been touring the company's 31 domestic exchanges for discussions with branch personnel to implement plans for the campaign, described by Morey Goldstein, the company's vice-president and general sales manager, as "signalizing AA's full-fledged emergence as a consistent source of major quality product."

'Arm' Sets Record

"The Man With the Golden Arm" set an all-time house mark in its first three days at the Stanton Theatre in Philadelphia, with a gross of $23,330, it was announced by United Artists.

Backed by the biggest advertising campaign ever put behind any RKO picture

THE CONQUEROR

Coming in early 1956

from RKO

RKO RADIO PICTURES

. . . NEWS ROUNDUP

C'Scope for Rogers Hospital

New optical CinemaScope equipment has been installed at the industry's Will Rogers Memorial Hospital at Saranac Lake, N. Y. RCA, Radiant Manufacturing, Capitol Theatre Supply (Boston), Goldberg Bros. (Denver), Ballantyne Co., Wenzel Projector (Chicago) and Neumade Products (New York) contributed to the installation, which was engineered by Stanley Warner and will be serviced by Altec's Albany office.

■

Bess Schulter Chairman

Bess Schulter, of the Columbia Theatre, St. Louis, has been appointed local chairman of the fund-raising activities for Boys' Town of Italy by Mrs. George P. Skouras of New York. St. Louis' quota is $50,000 in coupon ticket sales for its share in the drive. Harry and Edward Arthur will provide a theatre for a premiere to be held early in April to raise funds for the cause.

■

Sound Course Starts Feb. 9

A course designed to familiarize operating personnel in the sound departments of the Hollywood studios with the basic principles which underlie today's recording procedures will hold its first meeting on Feb. 9 at the University of Southern California. The organization and content of this course, entitled "Elements of Sound Recording for Motion Pictures," were developed in cooperation with the SMPTE and IATSE, Sound Technicians Local No. 695.

■

CBS-TV Film Sales Rise

CBS Television Film Sales, Inc., had its biggest year in 1955, racking up a 90 per cent increase in gross sales over 1954, Leslie Harris, vice-president and general manager of the film company, has announced.

'Sammy' and 'Boodle' For UA Distribution

In individual deals, Fred Finklehoffe and Lewis Blumberg have completed arrangements to release their respective properties through United Artists.

Finklehoffe, who acquired screen rights to Budd Schulberg's "What Makes Sammy Run," will produce and write the screenplay of the novel for UA distribution.

Blumberg will produce "The Big Boodle" for UA. Production will start about April 1. Finklehoffe will start on the Schulberg story about June 1.

Reflect Opposition to Regulation

Half of TOA's Questionnaires on Trade Practices Have Been Returned

The preliminary compilation of the exhibitor answers to the Theatre Owners of America questionnaire on industry trade practices indicates that a large segment of the TOA membership is against governmental regulation of film rentals or of the entire industry, it was learned here yesterday.

Thus far, almost half of the 3,600 TOA questionnaires which were sent out to that exhibitor organization's membership almost two weeks ago have been returned, it was said.

Announcement of the polling of exhibition was made by the TOA president Myron N. Blank who said that the answers to the questions asked in the five-page survey would be compiled for presentation to the Senate Small Business sub-committee hearings on the motion picture industry in Washington on Feb. 2. Blank also said that the TOA committee which will testify at the SSBC hearings would consist of Al Forman of Portland, Ore.; George Kerasotes, of Springfield, Ill., and Richard Kennedy, of Birmingham.

Favor 'Self-Regulation'

TOA has stated that it has always been opposed to going to the government for an alleviation of industry problems and its directors and leaders have come forth as being in favor of "self-regulation."

TOA is one of four exhibitor organizations which will testify before the SSBC. The other theatre associations are Allied States Association, Independent Theatre Owners Association and Southern California Theatre Owners Association.

Sen. Humphrey Is Chairman

The chairman of the SSBC subcommittee which will hear industry testimony is Sen. Hubert H. Humphrey (D., Minn.). Serving with him on the sub-committee are Senators John F. Kennedy (D., Mass.), Wayne Morse (D., Ore.), Andrew F. Schoeppel (R., Kans.), and Barry Goldwater (R., Ariz.)

Australian Drive-in Edict 'Unfair': Rosen

By FRANK O'CONNELL

SYDNEY, Jan. 18 (By Air Mail). —Al Rosen, American showman, has charged that revocation of a drive-in theatre construction authorization at the direction of the New South Wales Minister for Local Government is "unfair and prejudiced in favor of existing exhibitor interests."

Several other drive-in construction applications of Rosen's were rejected before the Woolongong Council gave its permission for construction of the drive-in at Fairy Meadow. Renshaw's reason for ordering the permit withdrawn was said to be the traffic hazard that would be likely to result.

Rosen is planning appeals from denials of permits which he sought for two other drive-ins.

Another Art Theatre For Pitts.; 3 in City

PITTSBURGH, Jan. 23.—Impressed by the success of the two neighborhood art houses, the Squirrel Hill and the Guild, Ernest and George Stern are opening a new art house, the Studio, in Bellevue on Thursday. The studio was formerly the Linden, and had been closed for four years. It has been completely remodeled for the new policy which opens with a British film import, "Will Any Gentleman?"

The Squirrel Hill is operated by Stanley Warner; the Guild by Ralph and Millard Green, while the Associated Theater chain, operated by the Sterns, will feature a first-run policy of foreign films also.

Dan Lewis to Testify at SSBC on Booking Practices

DETROIT, Jan. 23.—Dan Lewis of the Cooperative Theatres of Michigan will appear before the Senate Small Business sub-committee on Feb. 2 in Washington to testify on booking practices which may be proving harmful to small independent theatres.

Lewis, who was invited to appear before the committee, will be one of four top film buyers in the U. S. who have been summoned by the committee.

Mexico Producer Association Joins Move To Force Local Printing of Foreign Films

Special to THE DAILY

MEXICO CITY, Jan. 23. — The recent proposal of the Picture Production Workers (STPC) that customs tariffs be made so high as to force the printing in Mexico of copies of all foreign pictures intended for exhibition in this country, is being vigorously seconded by Mario Zacarias, president of Producciones Zacarias, top producers, and the newly elected head of the Producers Association.

Zacarias announced that he will urge the Government to make such printing compulsory. He estimates that an average of 500 imported pictures are screened in Mexico annually, and indicated that the obligatory printing of them in Mexico will greatly benefit the Mexican branch of the trade.

PEOPLE

Dave Hunt, film buyer for O
homa City's station KWTV, will
sign on Feb. 1 to start a buying
ice for theatres and television
tions in the Oklahoma area.

□

A. J. Kennedy, ex-film prom
man for the San Francisco "Ch
icle," has been appointed West C
representative for Filmack Trailer
of Chicago.

□

Ray Schmertz will be guest
honor at a testimonial in Clevela
Theatrical Grill on the occasion
his promotion from local sales m
ager for 20th-Fox to Indiana
branch manager on Feb. 27.

□

Richard Delaney, returned
two years military service, will
sume his old job as assistant man
of the three Maller Bros. theatre
Defiance, O.

□

Jacob Mogelever, promotion m
ager for the Treasury Departm
Savings Bonds Division, receive
citation and cash bonus for lia
work with the film industry,
Washington.

□

Frank Hahn, operator of Ashl
Wis. Bay and Royal Theatres
well as the Tri-Ad Outdoor The
is a candidate for mayor of the t
He is presently serving on Ashla
city council.

□

N. H. Waters, of Alabama's W
Theatre Circuit, has endowed
proximately $100,000 to Athens
lege, Athens, Ala.

Name Women's Un For V.C. Conventio

Mrs. Burton Robbins, wife of
tional Screen Service's sales chief,
been named chairman of the wom
committee of the Variety Clubs
ternational convention here May 9
Other committees and their m
bers are: Fashion show, Mrs. Ge
Brandt, chairman; Mrs. Cy Seym
Mrs. Edward Lachman, Mrs. Ge
Waldman. Special events, Mrs.
Hoffberg. Registration and h
quarters personnel, Mrs. Robert S
piro, chairman; Mrs. Saul Trau
Mrs. Charles Okun, Mrs. Saul Le
and Mrs. Jack Hoffberg.

Myles Pergament, 40

WORCESTER, Mass., Jan. 2
Myles Pergament, 40, brother of
Harvey Pergament, president of C
alcade Pictures in Hollywood,
here suddenly of a heart ailment.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 17 NEW YORK, U. S. A., WEDNESDAY, JANUARY 25, 1956 TEN CENTS

TOA Withdraws Approval Of the Arbitration Draft

TOA Shifts Board Meeting to N.O.

The mid-winter board meeting of the Theatre Owners of America, previously slated for the Hotel Shoreham, Washington, Feb. 27-29, will take place March 4-6 at the Roosevelt Hotel in New Orleans, it was announced here yesterday.

Goes Along With Allied on All-Inclusive Arbitration, Including Arbitration of Film Rentals and Selling; Other Aims

Withdrawal by Theatre Owners of America of its approval of the present arbitration draft was announced yesterday, as TOA formed a common front with Allied States Association on pending plans for the Senate Small Business Committee hearings and the Department of Justice.

The alliance between the national exhibitor organizations was revealed in New York by TOA headquarters. The two theatre groups have been apart in their thinking since mid-1955 following joint meetings with distribution sales head when Allied decided to press for governmental regulation of film rentals and TOA kept to its announced position of "self-regulation" and further negotiations with distribution.

The accord in policy between both groups was reached following meetings between TOA and Allied executives in Washington last week. Rube

(*Continued on page 4*)

eels Turning

lied's Help n New Tax rive Needed

onnell to Ask Aid; s Strong Campaign

ed States members will be to join with other exhibitors rking for attainment of the exd Federal admission tax relief sought at this session of Con- Robert J. O'Donnell, chairman Compo tax campaign commit- old a trade press conference at o headquarters yesterday.

was disclosed that the national organization for the campaign ng organized rapidly and that local committees which func- l in the last successful tax cam-

(*Continued on page 5*)

c Moss Named x Adv. Manager

Goodman, advertising director th Century-Fox, announced yes- the appointment of Alec Moss e position of advertising man- effective diately.

Alec Moss

veteran in- ry figure, first joined 20th Cen- Fox adver- g depart- in 1951 develop- an exploi- program ox's "The the Earth Still."

his career, has held high executive posts in

(*Continued on page 4*)

oy' Tonight Amid obal' Atmosphere

o radio networks, Du Mont sion and Warner Pathe News- vill cover tonight's special show- ere of Warner Brothers' "Helen roy" at the Criterion Theatre. event will honor the Overseas

(*Continued on page 7*)

Appoint 'Watch-dog' Committee

To Study All Phases of Industry Self-regulation

All phases of self-regulation in the industry, including the Production Code, will be explored by a continuing four-man standing committee, the chairman of which will be Eric Johnston, president of the Motion Picture Association of America.

The move to constitute such a committee was taken at yesterday's meeting of the executive committee of MPAA.

It is understood that membership in the standing committee, described as a "watch-dog" group empowered to make recommendations, has been accepted by Barney Balaban, president of Paramount Pictures and A. Schneider, vice-president and treasurer of Columbia Pictures. Acceptance by the third member of the committee was not received yesterday, it was stated, thereby leaving his identity undisclosed.

The scope of the committee's ac-

(*Continued on page 4*)

Terminates Government Suit

Western Electric Agrees to Sell Westrex; Make Patents Available

From THE DAILY Bureau

WASHINGTON, Jan. 24.—Western Electric Corp. has agreed to sell Westrex Corp., its subsidiary engaged in making sound equipment for the motion picture industry.

Western Electric and American Telephone and Telegraph Co., Western's parent firm, also have made sweeping promises to throw open all their patents to all American firms, to get out of the business of providing private communications systems, and to give up manufacturing non-communications equipment.

These provisions were included in a consent judgment entered in Fed-

(*Continued on page 6*)

WCBS-TV Acquires 55 Film Productions

WCBS-TV has acquired 55 new-to-television feature motion pictures for first-run showing on both "The Early Show" and "The Late Show" starting April 1, it was announced here yesterday.

Twenty-four of the films were pur-

(*Continued on page 4*)

D-J Receives JointProposal

From THE DAILY Bureau

WASHINGTON, Jan. 24.—Theatre Owners of America and Allied States Association representatives met with the Department of Justice here today in an attempt to secure governmental approval of their joint plan to allow divorced circuits to engage in film production and for the agency to use its influence in the preparation of an arbitration system for the industry.

Myron N. Blank, president of TOA; Rube Shor, president of Allied; Abram F. Myers, Allied general counsel and board chairman; Trueman Rembusch, past Allied president, and Herman M. Levy, TOA general counsel, presented to the Justice Department a two-point proposal which was taken "under advisement," it was reported.

The exhibitor representatives pro-

(*Continued on page 4*)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, has returned to New York from the Coast.

•

Paul N. Lazarus, Jr., Columbia Pictures vice-president, and **Jonas Rosenfield, Jr.**, his assistant, have returned to New York from London.

•

Charles Smadja, United Artists vice-president in charge of European production, has returned to Paris from New York.

•

Clark Ramsay, executive assistant to **David A. Lipton**, Universal Pictures vice-president, is in New York from Hollywood.

•

Max E. Youngstein, United Artists vice-president, has returned to New York from Europe.

•

Charles Cohen, Allied Artists assistant advertising-publicity manager, is in Detroit from New York.

•

Dr. John G. Frayne, president of the SMPTE, will arrive in New York today from Hollywood.

•

George Gaughan, Theatre Owners of America field representative, has left New York for Memphis.

•

L. J. Goldhammer, Allied Artists Eastern sales manager, has returned to New York from Milwaukee.

•

E. Z. Walters, Altec Service Corp. comptroller, has arrived in New York from Beverly Hills, Cal.

•

Harold Hecht, president of Hecht-Lancaster, will leave here today for London.

•

Irving S. Manheimer, president of Macfadden Publications, has left New York by plane for Hollywood.

•

William Kelly, branch manager for Universal Pictures in Atlanta, has returned there from New York.

•

E. E. Moyer, special representative for Eastman Kodak Co., was in Atlanta from Rochester.

5 from Perlberg-Seaton

Five major film properties, in addition to their currently editing "The Proud and Profane," were announced in New York yesterday by Paramount producers William Perlberg and George Seaton as being in various stages of work. "The Proud and Profane," is scheduled for 1956 release.

Jacon Forms NewCompany

Bernard Jacon

The formation of a new national distribution company, Jacon Film Distributors, Inc., which will serve independent American distributors and producers as well as foreign producers, was announced here yesterday by Bernard Jacon, former vice-president in charge of sales for IFE Releasing Corp.

Jacon, in disclosing that his organization would try to take up the slack between major film company distribution and the franchise or sub-distribution set-ups, stated that seven sales divisions will be established in the U. S. with "each division manager participating in the earnings of the company in his respective territory."

Has Initial Slate of 16

JFD has an initial program of 16 feature films, Jacon said, the first of which is "Samurai," a Japanese production now in its premiere engagement in New York; "Rosanna," an English-language feature filmed in Mexico, and "No Way Back," an English-language German-produced feature. Additional films will include another German film, one Italian feature, a Hollywood production and several British pictures, Jacon said, adding that the titles of these will be announced shortly.

The distribution executive and former exhibitor said that JFD will act as a national sub-distributor for established firms as well as distributing its own releases. "The company will be ready to furnish top personnel to handle script and adaptation problems, sub-titling, dubbing or other technical work, as well as publicity, exploitation and advertising services," Jacon stated.

To Serve 7 Exchange Areas

Activities of JFD will be centered in seven key exchange areas with New York servicing New Haven, Philadelphia and Washington; Boston, servicing Albany, Buffalo, Pittsburgh and Cleveland; Chicago, servicing Milwaukee, Minneapolis, Detroit and Indianapolis; Dallas, serving Oklahoma City, Memphis and New Orleans; Atlanta, serving Jacksonville, Charlotte and Cincinnati; Kansas City, servicing St. Louis, Denver, Des Moines and Omaha, and Los Angeles, servicing San Francisco, Portland, Seattle and Salt Lake City.

"Each man in each division will be on a commission-percentage basis," Jacon said, adding that the personnel of the division offices will be announced following a swing around the country within the next few weeks. Jacon will leave here on Friday for a 10-day trip throughout the East.

Approves $100,000 To Aid Academy

A recommendation that the Association of Motion Picture Producers allocate $100,000 to the Academy of Motion Picture Arts and Sciences was made here yesterday by the executive committee of the Motion Picture Association of America. The recommendation was said to be tantamount to approval of the allocation.

Nizer Chairman of Brotherhood Dinner

Louis Nizer

Louis Nizer, film industry attorney and author, has been named chairman of the Brotherhood Award dinner sponsored by the National Conference of Christians and Jews, it was announced by William J. Heineman and Spyros S. Skouras Jr., national co-chairman of the amusement industry's Brotherhood Drive for 1956.

The Brotherhood dinner, which is expected to be attended by more than 1,000 executives and representatives from the motion picture industry and other branches of the entertainment world, will be held at the Waldorf-Astoria Hotel here on Jan. 31.

Guests of honor, who will receive the annual Brotherhood Awards for their contributions to better understanding among Americans of all faiths, are Robert W. Dowling, president of City Investing Company and the New York Board of Trade; Thomas F. O'Neil, president of General Teleradio, Inc., and Samuel F. Rinzler, president of Randforce Amusement Corp.

Fete Guy and Doll

To mark the occasion of the half-a-millionth ticket sold for "Guys and Dolls," the Capitol Theatre here notified Ted Elsberg of Brooklyn, and his "doll," Penny Warshauer that they had just bought tickets number 500,000 and 500,001, respectively. The two were then accompanied by theatre manager Harry Greenman and publicist Paula Gould for a night on the town, Runyon style.

. . . NEWS
ROUNDU

S.F.'s Coliseum Re-opens

The 2,200 seat Coliseum The
in San Francisco, closed for five y
is scheduled to re-open on Feb
according to Irving Levin, divisi
director of San Francisco Thea
Inc. Featuring second-run films
a 28-day clearance, the Coliseum
present "Artists and Models"
Zane Grey's "The Vanishing Ar
can" as its first twin bill.

■

Missouri Theatre Closes

The Missouri Theatre, 3,441
theatre of the Fanchon and M
St. Louis Amusement Company
cuit, has closed again after re-o
ing for the holidays.

■

'Dark River' Due Soon

The Rome International Film
tival first prize winning pic
"Dark River," will have its Ame
premiere at the World Theatr
New York immediately following
current "Castles in the Sky." It
be distributed in the U. S. by T
Film Corp.

■

5:40 P.M. 'Oklahoma!' Lil

A new addition to the twice-a
schedule of the Rivoli Thea
"Oklahoma!" showing, a 5:40
Friday evening performance, has
with success, according to M
Salmon, manager of the the
Salmon disclosed that the after-
showing last Friday was a sell-o

■

N.E. Exhibitors to Elect

The annual meeting and ele
of officers of Independent Exhib
Inc. of New England, the local
of National Allied will be held
14 in the Hotel Bradford, Bo
where luncheon will be served.

"Showplace of the East"
FOR YOUR SCREENIN
CINEMASCOPE
▶ Three Channel interlock projection
▶ 16, 17½ & 35 mm tape interlock
▶ 16 mm interlock projection
CUTTING & STORAGE ROOMS
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V.
Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood
Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington,
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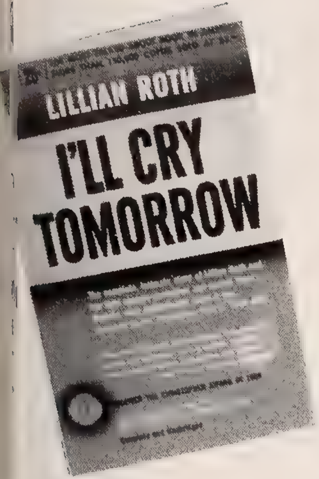
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies



,750,000 copies
oll off presses!
irst printings of
,250,000 sold in
0 days! Nation-
vide best-seller!

Seldom has any personality so engrossed the nation as the famed song-star Lillian Roth, who went from fame to shame and courageously fought her way back to the top. Susan Hayward (*center photo*) portrays her life in a performance to remember. They are seen together (*above*) at the Los Angeles Premiere.

RUE STORY POWER MAKES M-G-M's "I'LL CRY TOMORROW" BOX-OFFICE DYNAMITE!

HICAGO: 6th Sensational Week starts Friday! Tops every M-G-M hit including "GWTW" at United Artists Theatre.

OS ANGELES: Biggest in history of 4-Star Theatre. Friday starts 6th Record-Smashing Week!

EW YORK: 3rd Big Week! Never such word-of-mouth from enthusiastic audiences at packed Radio City Music Hall!

★

M-G-M presents

"I'LL CRY TOMORROW"

starring **SUSAN HAYWARD**

RICHARD CONTE · EDDIE ALBERT · JO VAN FLEET
DON TAYLOR · RAY DANTON

Screen Play by **HELEN DEUTSCH and JAY RICHARD KENNEDY**
Based On the Book "I'LL CRY TOMORROW" by Lillian Roth, Mike Connolly and Gerold Frank
Directed by **DANIEL MANN** · Produced by **LAWRENCE WEINGARTEN**
(Available in Perspecta Stereophonic or 1-Channel Sound)

M-G-M WEEK—FEB. 5-11 • *"An M-G-M Picture On Every Screen of the World"*

D. of J.

(*Continued from page* 1)

posed that the Justice Department permit divorced circuits to produce and distribute motion pictures and that the agency "use its influence with the Senate Small Business Committee and with the film companies to get the arbitration of film rentals and other selling terms included in the industry arbitration plan."

According to a representative of the Department of Justice, the proposals were "taken under advisement" and no reactions concerning these exhibition proposals were given. However, the Justice Department representative indicated that the agency would be more receptive to the former proposal.

MPA Letter Introduced

It was also reported that a copy of a letter, which TOA sent to the Motion Picture Association of America, was introduced and left with the Justice Department. The letter was said to contain notification of TOA refuting the present arbitration draft which was prepared by Levy and Adolph Schimel, distribution attorney, and withdrawal of the exhibition group's approval of the present draft.

Self-regulation

(*Continued from page* 1)

tivities was said to be large, encompassing proposed changes or amendments to the Production Code's rules and regulations, an examination into the machinery of the Production Code, including the appeal procedure, in addition to the exploration of ways and means of increasing public support of self-regulation by the film industry. Other phases which the committee is expected to look into include the Advertising Code, title registration procedures, as well as all other administrative and procedural problems associated with self-regulation.

Canada Film Board Expenditures Rise

OTTAWA, Jan. 23.—Budgetary expenditures of National Film Board of Canada from April 1 to Nov. 30, 1955, increased to $2,451,000 in contrast to $1,979,000 in same period of previous year, the Canadian Government reports.

TOA Withdraws Draft Approva

(*Continued from page* 1)

Shor, president of Allied States; Myron N. Blank, president of TOA; Walter Reade, Jr., past TOA head; Horace Adams, vice-president of Allied; Abram F. Myers, general counsel and Allied board chairman, and Herman M. Levy, TOA general counsel, met in Washington on Jan. 18, and adopted and signed the following platform:

To Seek Board Sanction

"The undersigned representatives of Allied and TOA agree that the procedures set forth below represent their joint understanding, and that they will use their best endeavors to obtain within one week from the date thereof, the approval of their respective boards of directors, to the following:

"That TOA will represent to the Department of Justice and to the Senate Select Committee on Small Business that it will approve a plan of all-inclusive arbitration, including arbitration of selling policies and film rentals; and, that Allied will join with TOA in urging to the Department of Justice and to the Senate Select Committee on Small Business that the theatre circuits, including the so-called divorced circuits, be permitted to produce and to distribute motion pictures with pre-emptive rights for their own theatres, which they now own, and legal replacements thereof, and not to theatres they may thereafter acquire.

"And it is further agreed that we shall use our best efforts to bring about these results."

The new platform of both organizations already has approved by the boards of directors of TOA and Allied States.

Contacted by 'Phone

TOA has notified the distributor representatives of the drafting subcommittee on arbitration that its board, the members of which were polled by telephone, have voted temporarily to withdraw its approval of the present arbitration plan to give the draft, in view of changed industry conditions, full consideration and revaluation at its next meeting which will take place at the Hotel Roosevelt, March 4-6, in New Orleans.

Meanwhile, the officers of TOA have been authorized:

¶ To make every possible effort to broaden the scope of arbitrability so as to make arbitrable any and all issues arising out of the customary film licensing contract.

¶ To do everything possible to bring more product on the market.

¶ To do everything possible to stem the tide of ever increasing film rentals, even to seeking the arbitration of film rentals.

¶ Especially in view of the acute seller's market which has developed since October, 1955, and because of "harsh trade practices" that have developed since that time, to withdraw approval, temporarily, of the proposed system of arbitration so that the entire matter may be reviewed and revaluated at the March 4-6 board meeting, and that the interim period be used to attempt to accomplish all of the projects above outlined.

Must Have Federal Okay

TOA's change in attitude toward the arbitration draft dispelled reports that the plan may be offered to the SSBC at the hearing scheduled to begin in Washington on Feb. 2. It was reported in the MOTION PICTURE DAILY on Jan. 18 that the drafting committee was weighing the proposal of presenting the arbitration plan, which took two years to prepare, to the SSBC in order to attain a valuable, semi-official appraisal of the draft prior to its submission to the Department of Justice. Any arbitration plan must be approved by the Department of Justice and the Federal Court before it can be put into effect.

The present arbitration plan had been approved by TOA and Ind dent Theatre Owners Association rejected by the Southern Calif Theatre Owners Association tabled by Metropolitan Motion ture Theatres Association.

At Odds in July

An apparent rift in the relatio between Allied States and TOA veloped in late July, following Allied board meeting, due to "p differences" which arose conce both organizations' efforts to in the distribution companies of th hibitors' pertinent problems. Th reportedly stemmed from the di sal by Allied of its subcomn which had been working with a group in personal contact witl distribution sales chiefs and fror lied's announced intention to the government in a "last ditch" to seek relief from prevailing terms.

Industry Probe Asked

Allied further requested the ernment to investigate the film i try and its trade practices and a committee of the Senate Small ness Committee was named to testimony by "interested pa TOA recently put the issue of ernment regulation up to its me ship early this month by sendin a questionnaire requesting inf tion to aid the group in prepari testimony for the hearing.

Lichtman Comment On TOA Due Today

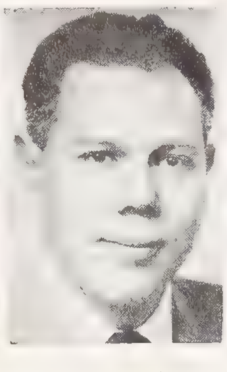
Distribution, apparently dissatisfied with Theatre Owners of America's withdrawal from the proposed arbitration plan, declined comment yesterday.

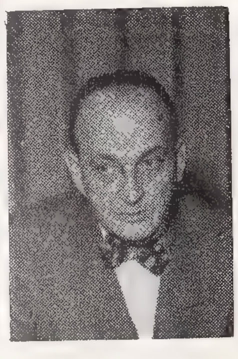
A spokesman for Al Lichtman, 20th Century-Fox distribution director and chairman of distribution's arbitration subcommittee, said that Lichtman would issue a statement today. Other sales managers, queried on the developments, stated that they would rather withhold comment until they read the TOA statement.

Worked Out the TOA-Allied Agreement

Myron Blank

Rube Shor


Walter Reade, Jr.


Horace Adams

Abram F. Myers

Herman Levy

WCBS-TV

(*Continued from page* 1)

chased from Hollywood Tele Service, a subsidiary of Republi tures; 23 were bought from Na Telefilm Associates, and eight from M. and A. Alexander.

The Hollywood Television S package was also purchased b other CBS-owned TV st WXIX, Milwaukee, and KNXT Angeles.

Two Dozen Films Listed

Among the films are "The Fi Seabees," "Dark Command," kota," "Flying Tigers," "Flame Barbery Coast," "War of the cats," "Angel and the Bad "Hellzapoppin'," "Ghost Catc "Crazy House," "See My La "Guest Wife," "Stranger o Prowl," "Mrs. Mike," "It's i Bag," "Court Martial," "Not for Other," "Butch Minds the "Whistle at Eton Falls," "The "Africa Screams" and "Pardo Sarong." In addition there's " pagne Safari," starring Rita Hay and Prince Aly Kahn, a filmed of their second honeymoon.

Moss Named

(*Continued from page* 1)

the film industry, serving as di of advertising, publicity and ex tion for Howard Hughes Produc exploitation director of Para Pictures and director of adve and publicity for Columbia Pic

ax Drive

(*Continued from page* 1)

already have been reactivated. addition, statistics on theatre gs and other information comg the industry's case for tax are rapidly being brought up te and will be in readiness for a minimum of time, O'Donnell ed.

Plan Found Valuable

ause so much of the informavhich the Compo tax committee hed Congress in the last camproved basically accurate and arvived the test of time, O'Donsaid similar campaign material olicies will be employed again. feel that we go before Congress clean hands," he said, "and I think we'll have serious diffitelling the theatres' story. Even h the President has communihis opposition to tax cuts in his ge to Congress there are many ntial men in government who e the excise taxes should be re- Moreover, balancing of the al budget is in sight and there ossibility of a surplus.

always have felt," O'Donnell nued, "that we should never up an opportunity to go before Vays and Means Committee and our opposition to the Federal sions tax, if only because it is orld War I tax enacted for the l of the emergency.

Warns Against 'Status Quo'

'e went before Congress once won repeal but the President d the bill. We went again and the compromise we now have. don't continue to register our ition, we will be in the position onsenting to the status quo gh our silence and inactivity. me say that our timing now is ight. But that was said before we were successful."

Allied, O'Donnell said "We tely need Allied's help. I intend to them and ask them to reconsider their decision not to participate is tax repeal effort. I will ask to join us not as a Compo, but industry, effort—to assume their of the responsibility. We work with Allied in Texas and I see ason why we should not be able ork the same way nationally."

Donnell said that financing for ampaign will be sought from exhibitors," and Robert Coyne, o special counsel, who was nt, said that the organization "budget its expenditures carein order to carry over with ever is available until the next collection period."

No Appeal to Public

ere will be no direct appeal to the public to aid the cam and no intimation will be given y time officially that any resultax savings will be passed on to ublic by exhibitors. Compo will ss informative campaign mesto the nation's press through its nuing series of ads in the trade zine, "Editor & Publisher."

mpo estimated that complete elimination of the tax would cost the government only $80 millions, considered an insignificant item in view of the record Federal revenues anticipated.

Pat McGee, co-chairman of the last Compo tax campaign, serving with H. A. Cole of Dallas, will be unable because of business commitments to take a leading role in the new campaign, it was stated.

In Wake of Fox's Visit

Reports C & C TV in Chicago Seeks $1,000,000 for RKO Film Package

C & C Television Corp. is seeking $1,000,000 for the package of 740 RKO Radio Pictures feature films from Chicago's WGN television station, according to unconfirmed reports which were received here yesterday.

Efforts to reach Matthew Fox, president of C & C Television, or other officers of the organization to comment were unavailing yesterday.

Meanwhile, according to trade circles in New York, in contact with TV stations elsewhere, C & C Television has made an initial offer to sell the library to the San Franciscan market for $500,000, to be paid over a four-year period, in addition to an approximate $2,000,000 in air time for advertising of C & C Super, the canned soft-drink. Another unconfirmed report stated that $200,000, also to be paid over a four-year period, is being sought for the Phoenix, Ariz., TV market, in addition to $800,000 in air time for C & C Super.

One trade spokesman, familiar with the TV market, paid credence to the cash reported in the various projected deals, while questioning the amount of sought-after air time.

Stations Have Been Invited

These reports came in the wake of Fox's invitation to station owners and representatives to come within the next three months to Atlantic City's Hotel Shelbourne, at the expense of C & C TV, to thoroughly investigate the possible purchase of the package.

In Chicago, it was reported that Fox made his initial offer to WGN, the largest users of feature films there and the only station where a possible Eastern network purchase is not involved. Fox was there during the last weekend for negotiations. WGN, which uses at least 35 films per week, said Fox's offer is still under advisement. Asked to comment on the report that Fox was seeking $1,000,000 for the package, a WGN spokesman expressed the feeling that premature disclosure of the asking price might jeopardize future negotiations.

'Snatchers' to Detroit

Allied Artists will launch Walter Wanger's "Invasion of the Body Snatchers" with a world premiere in Detroit and a day-and-date saturation on the Butterfield circuit of the entire Michigan territory. The Superscope production will tee off at the Broadway-Capitol and the Butterfield situations on Feb. 29.

AA to Produce Six Films from Novels

HOLLYWOOD, Jan. 24.—Allied Artists will produce six films during 1956 which are based on published novels, according to executive producer Walter Mirisch.

Among the novels are "Ariane," "Reckless, Pride of the Marines," "Hold Back the Night," "The Cruel Tower," "The Intruder" and "The Desperate Women."

Films in Allied Artists' backlog based on best-sellers are "Mother, Sir!", "Invasion of the Body Snatchers" and "The Come On."

'Don Juan' to Times

"Don Juan," a color production based on Mozart's opera, "Don Giovanni," has been acquired for distribution in the United States by Times Film Corp., as one of the major films it will release in 1956, it was announced by Jean Goldwurm, president.

PEOPLE

Robert F. Lewine, program department director of ABC-TV, will discuss "Film Programming for Network Use" at the luncheon meeting of the National Television Film Council at New York's Delmonico Hotel tomorrow.

◆

Ralph Amacher, manager of United Artists' Kansas City branch, has been elected president of the Motion Picture Association of Kansas City. Others elected were **William Gadoni** and **Harry Gaffney**, vice presidents; **M. B. Smith**, secretary, and **Ed Hartman**, treasurer.

◆

Helmut Kautner, award-winning German film director, has been signed to a directorial contract by Universal-International.

◆

E. J. Pierce, formerly with United Artist's St. Louis branch, is now representative for Buena Vista there.

◆

Jimmie Gately has been re-elected business agent of Film Exchange Employees Union Local F-1, in the St. Louis area.

THE SIXTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, January 29. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

(Tickets $3.75 each)

3 Mass. Bills Affect Industry; One Calls For Sunday License

Special to THE DAILY

BOSTON, Jan. 24.—Three bills pertaining to the industry have been filed in the Massachusetts legislature.

House Bill No. 608 is a petition of Louis H. Glaser to regulate further the building code of drive-in theatres. At present the construction laws are under the jurisdiction of local cities and towns, but this bill would place them under the Department of Public Safety.

House Bill No. 1,181 is a petition of Leo J. Normandin and others asking that motion picture theatre owners be required to maintain toilet facilities in the projection booths with a fine of not more than $100 should there be violation.

House Bill No. 1,653, petition of Otis M. Whitney, Commissioner of Public Safety, who asks that exhibitors be required on the Lord's Day to pay a Sunday license fee even though the exhibition of films does not require prior approval of the department. The $2 Sunday license fee was dropped when the Massachusetts Supreme Judicial Court handed down its decision that prior censorship of films was unconstitutional. The hearing is set for Feb. 23.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

IN order to increase the newly-formed New York Chapter of the Academy of Television Arts & Sciences, a "Committee of 100" has named Tex McCrary to spear-head the drive to sign up 1000 new members within the next few weeks so that new members will have full voting privileges for the 1955 "Emmy" Awards. Henry White is chairman of the N. Y. Chapter planning committee consisting of John Daly, Wally Jordan, Lawrence Langner, Max Liebman, Gil Ralston, Syd Eiges, Faye Emerson, Mike Foster, Bill Hillpot Ed Sullivan, Bob Weitman, Sonny Werblin and Barry Wood. . . . Spring Byington's TV series, "December Bride," hit a Nielsensational rating last week of 39.3 which in our book makes for personal triumphs for two nice people, La Byington and Parke Levy, creator, scripter and producer of the program. . . . "The Lone Ranger," whose death-defying exploits defending the innocent and helpless from renegade Indians and Outlaws, has been a radio feature for 23 years and a TVehicle for the past 6 years, will be seen in a special hour-long program TVia ABC, Saturday, Feb. 18, sponsored by General Mills.

☆ ☆ ☆

Lynda Lynch

Small wonder that "The Garry Moore CBShow" has been a consistent winner these past few years of TELEVISION TODAY-FAME Awards. The crew-cut comic makes it a practice to bring as guestars headliners from the Stage, Screen and Radio. Garry will feature on his program Friday morning the sensational "Lynda Lynch Trio," sizzling new dance act featured in the Broadway smasheroo, "The Pajama Game." The dancers include 17-year-old Lynda, Jim Hutchinson and Frank Dervas and to us an apt description might be "tops in terps.". . . NBCommencing Friday, Johnny Andrews, who migrated from Gotham to NBCleveland four years ago where he became the town's hottest radio and TV personality, becomes a regular commutor between Cleveland and N. Y., taking over as head man of the "National Radio Fan Club" program. Henry "Hot Lips" Levine, who accompanied Johnny and became Musical Director of WTAM, also returns to town as Staff NBConductor.

☆ ☆ ☆

Draper Lewis

Draper Lewis, writer-director-producer of the "Bill NBCullen Show" (Pulse) has collaborated with Clark Harrington (he's music clearance head of CBS) on a beautiful ballad, "Green Hills Of Earth," which is currently on the BBC Hit Parade. . . . Couldn't happen to a nicer pair of fellows. . . . The lead article in the Jan. 28 issue of TV Guide (out today) is an interesting and revealing behind-the-scenes word picture of "TV Commercials" with about 95% devoted to Transfilm's activities in this multi-million dollar business. . . . Don Fedderson has signed Gerald Mayer, former MGM Director and director of "Private Secretary" and "Ford Theatre," as associate producer of the CBSeries, "The Millionaire." In addition to his other TV productions which include the new "Do You Trust Your Wife?" series, Fedderson is preparing three new TV packages set to TVee off in the fall including a dramatic series, a situation comedy starring Betty White and tentatively-titled, "The Dreams of Mrs. Angel" and a third comedy series.

☆ ☆ ☆

Friday marks the 25th anniversary of Alfred McCann's career as broadcaster of expert advice on food and nutrition over WOR. . . . G. E. Theatre "live" TV Headquarters will move back to New York from Hollywood after the Feb. 12 presentation of "Prologue to Glory," starring John Ireland. Producer Mort Abrahams, director Don Medford and designer John Robert Lloyd will accompany Abrahams East next month to prepare "A Letter From The Queen," which will CBStar Paul Muni March 4. . . . With fantastic settings by Cartoonist Rube Goldberg and Wm. Riva, George Blake Enterprises has signed internationally famous circus clown Emmett Kelly to do the pantomime commershills for Amoco Gas via Jos. Katz Agency.

W.E. Agrees

(*Continued from page 1*)

eral District Court in Newark t
terminating the government's s
year-old anti-trust case against
and T. and Western Electric.
judgment, announced by the Ju
Department here, permits We
Electric to continue to operate a
manufacturing arm of A. T. an
The original anti-trust suit soug
require the parent company to
Western Electric.

No details were immediately
able as to how soon Western Ele
must sell Westrex, or under
conditions.

Filed in January, 1949

The government's suit, broug
January, 1949, charged the
panies with unlawfully restrainin
manufacturing, distribution, sale
installation of phone equipment.

Under the consent judgment
today, all A. T. and T. and We
Electric patents, both present
future, are made subject to con
sory licensing to all domestic a
cants, with absolutely no limi
when or how they're used.

The Justice Department said
8,600 existing patents, under w
licenses and sublicensing rights
exchanged between the defen
and General Electric, RCA and W
inghouse, must be licensed roy
free to all applicants. Licenses u
other patents, present and future
to be licensed at reasonable and
discriminatory royalties, to be
by the federal court if neces
Present licensees under these pa
would be allowed to negotiate
terms.

Three Years to Divest

In addition to being require
divest Westrex, Western Electric
A. T. and T. would be barred
manufacturing any equipment
useful in common carrier comm
cations operations," unless this eq
ment is ordered by the governm
The companies would have t
years in which to stop manufactu
any such non-communications eq
ment now being produced. The
would also be prohibited from bu
up in the future any firm ma
distributing or selling equipment
ful in a communications service.

The companies would also be
stricted in the future to mainta
and leasing communications faci
subject to public utility regula

National Theatres' Annual Meet Feb.

LOS ANGELES, Jan. 24.—The
election of 12 directors of Nat
Theatres is proposed for the
pany's annual meeting of stockh
ers to be held here Feb. 21.

Nominees for reelection
Gregson Bautzer, John Bertero,
Colefax, B. F. Giles, George H.
man, Jr., Earle G. Hines, Willard
Keith, Alan May, Richard W. M
Elmer C. Rhoden, F. H. Ricke
Jr., and Graham L. Sterling, Jr.

t Bronx Theatre Development of emiracle Process

dquarters for the development nemiracle, new wide screen ilm process that suppresses ion lines by electronic con- are being established in New by producer Louis de Roche- Pictures made in the system equire only single-booth pro- .

owing preliminary tests on the Coast last week, and after a of conferences with president C. Rhoden and other execu- f National Theatres, Inc., own- the process, de Rochemont an- ed that he had leased the 1,700- Mount Eden Theatre in the as a production base.

emiracle equipment for projec- nd a sound recording system e installed in the theatre. The equipment is being built by nd will be the first to make use y of transistors instead of audio

Cameras Being Assembled

eras for the new system are assembled by the Smith-Diet- Corp., at Merchantville, N. J. filming unit consists of three rd Mitchell cameras inter- with electronic controls. The lens system eliminates paral- d distortion and suppresses the ion lines between the three film used in Cinemiracle photog- The first cameras will be for delivery by Feb. 1, de mont said.

eral story properties have been consideration for the first pic- the new process, he said. An ncement of definite production will be made by Rhoden prior rch 1.

len of Troy'

(Continued from page 1)

Club of America and will be ed by a distinguished list of that will include such globally s leaders of diplomacy, society he arts as Mme. Perle Mesta, Maxwell, Margaret Truman, te Fabray, Gloria Vanderbilt, Crawford, Lowell Thomas and nbassadors of 11 nations.

is P. Lochner, president of the as Press Club, will deliver a ddress of welcome to his fellow ers.

ng ladies from 15 nations will the international flavor of the by appearing in native costume de guests to their seats. A rep- f the United Nations insignia ted with the flags of 30 nations ccupy a place of honor in the .

day after the special New showing, the picture will have rst truly global world premiere 1 cities in more than 50 coun- around the world. There, too, stationed members of The eas Press Club will be invited .

Report Exhibitors Asked for Them

20th-Fox, Warners to Offer Their U.S. TV Films to British Theatres

By PETER BURNUP

LONDON, Jan. 24.—Twentieth Century-Fox and Warner Bros. will offer for theatre release here all of the films which each is making for American television.

J. F. Pattinson, 20th-Fox manager here, said that all of the 45-minute remakes of boxoffice "classics" which his company is producing for TV will be released to British exhibitors, and not to TV.

He added that the company would offer this year at least twelve such films. Three are already in this country and have been seen: "Cavalcade", "Laura" and "Ox Bow Incident". In addition, 20th-Fox will be releasing a new "Flicka" series, about four a year, running to 30 minutes each.

Warner Bros.' Arthur Abeles, Jr., followed with the announcement that his company would make available for theatre distribution the films that have been made specially for American TV.

Said Abeles: "We have not taken the initiative in this. Some of the films have already been shown to British exhibitors, every one of whom has expressed a desire to book them. We took an entirely neutral position; namely, if the exhibitors wanted the films they could have them. If not they would probably go to TV over here."

RKO to Have N.Y. Story-Talent Dept.

From THE DAILY Bureau

HOLLYWOOD, Jan. 24.—William Dozier, vice-president in charge of production for RKO Radio Pictures, will leave Hollywood Friday for a 10-day stay in New York where one of his objectives will be to set up a story and talent department for RKO's Eastern operation.

While in New York, Dozier will also confer with Ruth and Augustus Goetz, who are writing the screenplay of RKO's "Stage Struck," to star Jean Simmons. He will also survey Broadway's latest productions for motion picture possibilities, and will meet talent from the legitimate field.

Veteran St. Louis Exhibitor Dies

ST. LOUIS, Jan. 24.—Funeral services for George Pliakos, 72, motion picture theatre owner and operator since 1915, were held at St. Nicholas Greek Orthodox Church with interment at St. Matthew's Cemetery.

Pliakos died of a kidney condition and hypertension at Jewish Hospital. He came from Epirus, Greece, in 1906 and was in the restaurant business before buying the Marquette Theatre in 1915. In 1918, he purchased the Criterion Tent Show and converted it into a conventional theatre which now seats 892 persons. Later, he and his associates bought the Laclede and the Regal and sold the Marquette.

Howard Levy, MGM Salesman, Retiring

Howard H. Levy, a film salesman here for 33 years, of which the last 22 years were with M-G-M, is retiring at the end of this month.

The Colosseum of Motion Picture Salesmen of New York will give Levy a farewell luncheon at Toots Shor's Restaurant on Feb. 6.

Managers Shifted by Loew's International

Morton A. Spring, first vice-president of Loew's International Corp., yesterday announced a series of new appointments within the ranks of the company's managerial personnel.

Myron Karlin, now manager in Argentina, will become manager of M-G-M of Germany. His Argentinian post will be filled by Robert A. Schmitt, who leaves Colombia. Edward S. Zobel, formerly of the Loew's International home office staff, has been appointed manager in Colombia.

Completing the round of appointments, F. W. N. Beckett, formerly manager of Germany, has been appointed manager of Cuba, succeeding Robert O. Schoham, who died recently.

Production Drops to 27 Films in Work

HOLLYWOOD, Jan. 24.—Production dropped slightly this week with only two new pictures starting and the completion of four others, for a total of 27 pictures now in work.

Started were: "The Yellow Rose of Texas," Roger Corman Productions (American Releasing Corp.); "High Society" (Metro-Goldwyn-Mayer).

Completed were: "Rock Around the Clock" (Columbia); "Count the Dead," Nacirema Productions (Independent); "The Catered Affair" (Metro-Goldwyn-Mayer), and "Lisbon," Naturama, Trucolor (Republic).

Burks, Exploiteer, Dies

CHARLOTTE, N. C., Jan. 24.—Arthur Landon Burks, well known motion picture exploiteer, died at his home near Rock Hill, S. C., following a long illness. Burks came here from M-G-M several years ago and was later employed by Columbia and Warner Brothers. Funeral arrangements are incomplete.

National Pre-Selling

GINA LOLLOBRIGIDA, "Cheesecake Queen of the Universe," and star of U.A.'s "Trapeze," is the cover girl on "This Week's" Jan. 29 issue.

In the same issue is an amusing on-the-set story written by Louis Berg, "This Week" motion picture editor, while in Paris. Berg reports that Gina put on the clown make-up of Zavatta, France's most celebrated clown, and using his gestures, had even her director fooled.

•

"The Benny Goodman Story" was selected as the picture of the month for January by Florence Somers of "Redbook."

•

A striking full-page ad on "Helen of Troy" appears in the January 23 issue of "Life."

In the same issue are the results of a poll taken of more than 300 motion picture pioneers. They choose from among themselves the 20 stars, directors and cameramen who made the most distinctive contribution to the American cinema within the historic period from 1915 to 1925.

Eight pages in this issue of "Life" are devoted to a pictorial history of these film personalities with photos of them taken on location from 1919 to 1925. In addition, there are pictures of the stars made during the past few months.

•

"The Rains of Ranchipur" gets a substantial plug in the January issue of "Woman's Day" due to an entertaining article on the special effects produced for this new Twentieth Century-Fox picture.

•

The selection of dramatic photos, with well-written captions, tells a strong story of Columbia's "Picnic" in the Jan. 24 issue of "Look." The caption on the lead photo says: "Here is one 'Picnic' where there are no bugs to swat; movie-goers can relax and have a good time."

William Holden, Kim Novak, Susan Strasberg and Rosalind Russell are shown in interest-compelling photos which in themselves tell an interesting story.

•

A two-page spread on "The Benny Goodman Story" appears in the February issue of "Seventeen." It is an impressive pictorial story of Steve Allen, Benny Goodman and the many fine musicians who made up the original Goodman band and who play off-screen in this new Universal-International picture.

•

Lauren Bacall is the cover girl on "Parade's" Jan. 26 issue. Her next starring picture is "Written on the Wind." In the same issue is an entertaining article on Lauren's family life with her husband, Humphrey Bogart, who will be starred in "The Harder They Fall."

WALTER HAAS

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COLUMBIA HAS ANOTHER "WATERFRONT" COMING IN APRIL!

HUMPHREY BOGART

in his most power-packed role

THE HARDER THEY FALL

Co-starring

ROD STEIGER · JAN STERLING

with MIKE LANE as *Toro Moreno*

MAX BAER · JERSEY JOE WALCOTT · EDWARD ANDREWS

Screen Play by PHILIP YORDAN • Based on a novel by BUDD SCHULBERG
Produced by PHILIP YORDAN • Directed by MARK ROBSON

All
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That
s News

MOTION PICTURE
DAILY

Concise
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to the
Point

. 79. NO. 18 NEW YORK, U.S.A., THURSDAY, JANUARY 26, 1956 TEN CENTS

official Reaction

OA Move Hit s 'Shameful' y Distribution

htman Trip Delays tement on Issue

stribution circles here yesterday ered "bitter disappointment" at tre Owners of America's about- on arbitration, calling TOA's ac- "shameful."

anwhile, Al Lichtman, 20th ury-Fox distribution director and man of the sales managers sub- ittee on arbitration, delayed ssuance of his promised state- on TOA's new alliance with l States Association under which "temporarily" scrapped its ap- l of the arbitration draft.

e delay was said to be caused by eed for Lichtman to leave the

(Continued on page 2)

.G. in Code Plea; eman States View

From THE DAILY Bureau

LLYWOOD, Jan. 25. – In a l to the suggestion by John w that creative guilds set up s of aiding the Production Code nistration by establishing its system of ethics and disciplines, n Directors Guild president ge Sidney, under instructions the Guild board, today con- d Y. Frank Freeman, board man of the Association of Mo- Picture Producers, with respect rranging a meeting at which icers, directors and writers and s guild officers would examine ode and discuss ways in which

(Continued on page 2)

vania R.F. Lamp Shown on Coast

From THE DAILY Bureau

LLYWOOD, Jan. 25.–Sylvania ric Products, Inc., demonstrated ew R.F. lamp for the first time , for the press and for studio icians, at the Screen Directors l building, with Dr. Armin J. of the Motion Picture Research

(Continued on page 2)

W.E. Has 3 Years To Sell Westrex

Western Electric Co. must sell Westrex within three years to a purchaser approved by the Newark, N. J., District Court, under the provision of the consent decree in the U. S.-American Telephone & Telegraph anti-trust suit. The judgment permits Western Electric to continue to operate as the manufacturing arm of A. T. & T.

Johnston Sees '56 Reflecting Greater Interest in Films

Special to THE DAILY

HARTFORD, Jan. 25. – Eric A. Johnston, president of the Motion Picture Association of America, believes that 1956 will reflect a greater enthusiasm for motion pictures on the part of the American public.

Interviewed by Allen M. Widem, Hartford "Times" motion picture editor, prior to a Springfield, Mass., address tonight, Johnston declared:

"The American public, since Christmas, has given a heartening demonstration of its liking for motion pic-

(Continued on page 6)

Self-Regulation Unit Seeks RKO's O'Shea

A communication to Daniel O'Shea, president of RKO Radio Pictures, asking him to accept membership in the four-man committee on self-regulation, has been sent to Hollywood, now being visited by O'Shea.

The communication was sent by

(Continued on page 2)

Sees Industry Upturn Next Year

Loew Sees Decision Soon on Sale to TV

Policy to Be Set within Six Months; Will Meet with Stockholders' Group

By MURRAY HOROWITZ

Loew's, Inc. will reach a major policy decision regarding TV within the next six months, Arthur M. Loew, president, disclosed here yesterday, in an interview with MOTION PICTURE DAILY, his first trade press interview since he assumed presidency of the company last month. The decision will determine whether old M-G-M features and short subjects will or will not be sold to television.

Arthur Loew

Covering a wide range of topics, Loew said he would meet with a group of Loew's stockholders represented by Howard Stein

(Continued on page 6)

Quotable Quotes From Arthur Loew

Here are some capsule comments of Arthur M. Loew, president of Loew's, Inc., as he talked about company and industry affairs:

Distribution deals with independent producers "rounds out our program" giving "us a chance to concentrate on . . . big pictures."

The big studios "probably will hold" their production schedule "to the average number" of films they did in the past.

M-G-M's "The Swan" looks like the "biggest potential gross since "Gone With the Wind."

Business has "been off," although now it is "starting to improve."

20th Holding First Canadian Sales Meet

The first 20th Century-Fox Canadian sales conference bringing together the entire booking and sales staffs of the company's six Dominion exchanges will be convened in Toronto on Sunday for four days.

Following closely a similar domestic meeting called by director of distribution Al Lichtman at the home office, the conclave will set into mo-

(Continued on page 6)

$250,000 for 'Pride'

Pre-Production Ad Budgets Paying Off, Max Youngstein Contends

By LESTER DINOFF

United Artists will spend $250,000 of its 1956 advertising, publicity and exploitation budget, which will exceed $7,500,000 this year, in pre-production and production publicity in behalf of Stanley Kramer's production of "The Pride and the Passion," according to Max E. Youngstein, UA vice-president.

Youngstein, who returned from a two-week trip to Europe over the weekend and who will leave on Sunday for another week's trip to London and Paris, declared here yesterday that a complete publicity office had been set up in Madrid with Dick

(Continued on page 6)

Elect Arthur Israel DuMont Secretary

Arthur Israel, Jr., was elected secretary of Allen B. DuMont Laboratories, Inc., succeeding Bernard Goodwin, who resigned because of pressure of duties in his post as president of DuMont Broadcasting Corp., it was announced yesterday following a meeting of the directorate.

Israel also is secretary of DuMont Broadcasting Corp.

PERSONAL MENTION

WILLIAM WYLER, producer, will return to Hollywood by plane on Sunday from New York.

•

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will leave New York today for London and Paris. He will return here on Feb. 4.

•

Walter Branson, world-wide sales manager for RKO Radio Pictures, is due here on Monday from Hollywood.

•

Harry Salzman, producer, has returned to London by plane from New York.

•

Byron Adams, branch manager for United Artists in Atlanta, has returned there from New Orleans.

•

Leo Greenfield, district manager for Buena Vista in Detroit, has returned there from Florida.

•

Sol Krim, of the Krim Theatre, Detroit, is hospitalized there for a check-up.

•

George Seaton, producer, is in New York from Hollywood.

New Sylvania Lamp

(*Continued from page* 1)

Council, and Richard H. Lindeberg, Sylvania engineer, explaining ways in which new light source will expedite film-printing, thus easing the pressure under which laboratories have been struggling since new picture processes utilizing double frame projection, together with increase in telefilm consumption, have pushed developing machines to an extreme capacity load.

The research council and Sylvania have been working jointly on developing a new light source for nearly two years. The R.F. lamp utilizes a new metalic light-point which is activated by electronic induction, without wire contact, and which enables the laboratory to step up the printing process nearly 10-fold under the best conditions. Longer life and ease in replacement are among the new lamp's advantages, speakers said.

Self-Regulation

(*Continued from page* 1)

Eric Johnston, president of the Motion Picture Association of America and chairman of the four-man committee, but up to late yesterday no response had been received at MPAA headquarters.

Walsh, Others Leave For 'IA' Coast Meet

Richard Walsh, president of the IATSE, left here by train for the Coast last night to attend the mid-winter meeting of the organization's executive board. Accompanying Walsh from here were James J. Brennan, first vice-president of the IATSE; Harlan Holmden, secretary-treasurer, and members of the IA's headquarters staff.

IA studio unions will be host at a testimonial dinner in Walsh's honor on Monday at the Hollywood-Roosevelt Hotel. That day marks the beginning of the five-day week in the studios, which Walsh was instrumental in negotiating. The testimonial also will mark Walsh's recent election to a vice-presidency of the merged AFL-CIO.

'Troy' Bows Globally In 50 Nations Today

Following a special showing of Warner Brothers' "Helen of Troy" at the Criterion Theatre here last night, the film today will begin its global world premiere at that house and at 141 other theatres in more than 50 nations in all parts of the world.

Last night's showing of the film at the Criterion here, which took place in honor of the Overseas Press Club of America, was attended by a number of internationally distinguished guests, including the ambassadors of 11 nations. The event was covered by Du Mont television and was broadcast over the networks of ABC and Mutual, the latter web having Martin Starr, its Hollywood commentator to supply the colorful details.

SDG and Freeman

(*Continued from page* 1)

talent can share in the responsibility for its observance.

Contacted tonight by MOTION PICTURE DAILY, Freeman stated that he has not yet received the request from Sidney. He added that he is not the proper person to receive such a request, but that he will be happy to pass it along when received to the directorate of the MPA, together with his recommendations.

'It Is a Fine Code'

Freeman went on to say, "as an individual, I feel we should welcome any help from anybody that is intended to maintain the code. My own view, however, is that we should not permit anyone to rewrite our code. It is a fine code, and we have all done very well with it for a good many years.

"Nevertheless, I think we should listen to the suggestions of all right-minded groups, give their suggestions consideration and make our own industry's decisions as we have done in the past."

TOA Move

(*Continued from page* 1)

city on business yesterday. It was reported, however, that the distribution subcommittee on arbitration is expected to meet here tomorrow, when a statement may be issued.

While many distribution executives limited comment to the "surprise" felt at TOA's move, a few distribution officials roundly condemned TOA. All officials declined the use of their name, with some stating that official reaction should come from the men close to the situation, referring to members of the sales managers subcommittee on arbitration, of which Lichtman is chairman.

Pact Termed Traitorous

One sales executive, referring to the points of agreement in the TOA and Allied joint statement, described them as "a trade made in the market place of thieves." He contended that each exhibition organization in their new alliance had "turned traitor to their own causes," referring to TOA abandoning the present arbitration draft, and to Allied agreeing with TOA that the divorced circuits be permitted to produce and to distribute motion pictures with pre-emptive rights for their own theatres. Allied, he recalled, had caused the divorcement of production-distribution from exhibition, while TOA had consistently in the past agreed to the exclusion of film rentals as an arbitrable issue.

He went on to liken the present TOA-Allied pact to the Nazi-Russian non-aggression pact of 1939, predicting there will be a similar break-up of the peace negotiated in Washington among TOA and Allied leaders TOA, he added, has "traded its honor for a mess of pottage" and speaking as an individual he said he would be the last man to sit down at a table again with TOA leaders to negotiate an arbitration draft in light of that organization's "betrayal" after months and months of talks.

TV Station for Circuit

WASHINGTON, Jan. 25.—The Federal Communications Commission today authorized Video Independent Theatres to construct a television station in Santa Fe.

Video Independent, headed by Henry S. Griffing, has wide theatre holdings in Oklahoma and Texas. It owns a one-eighth interest in KWTV in Oklahoma City, and has indicated its interest in applying for other TV stations in the Southwest.

S-W Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock payable on Feb. 24 to stockholders of record on Feb. 6.

Rank Buys 12 More Theatres in North Ireland; Now Has 2

From THE DAILY Bureau

LONDON, Jan. 25.—The R Organisation is investing big mo in Northern Ireland theatres.

A year ago the Organisation bou 11 houses from Irish Theatres £500,000 ($1,400,000). It is announced that it is paying £6 000 for the 12 theatres in the No ern Ireland Curran Circuit.

John L. Curran, chairman of company, said that the Rank had been accepted subject to completion of contracts. He said Associated British Cinemas had made an offer for the theatres bu was considerably lower than tha the Rank Organisation.

Made Inspection Last Year

Representatives from Odeon ABC visited Northern Ireland in autumn of last year to inspect theatres. They brought back them to London detailed report the buildings, their accommoda and contents. Figures of box-o receipts were also furnished to organisations.

Judging Here Frid For Quigley Awar

The judging of entries receive the last quarter of 1955 for the Q ley Awards will be held at the Q ley Publications office here, tomor

Participating in the judging wi Samuel Cohen, foreign publicity rector of United Artists; Edgar G advertising executive of Stanley ner Theatres, and Vincent Trotta vertising artist, formerly with mount and National Screen Ser now independent.

Ivers' Baby Dies; Rites Tomorrow

Michael Edmund Ivers, infant of James D. Ivers, news edito "Motion Picture Herald," died T day night of a heart ailment. of the Angels will be celebrated Rev. Edmund Ivers, S.J., tomorro 9:30 A.M. at St. Andrews Ch Westwood, N. J.

SPECIAL TRAILE
FAST!
AND SPEED IS WHAT YOU GET WHEN YOU ORDER FROM FILMAC
You'll have your trailers almost as quickly as if they were made right in your town . . . and they'll be BETTER TRAILERS than you expected! Order from dependable
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

hn G. Stott, formerly with East- -Kodak's color technology divi- , was named assistant manager elevision programming for EK, ochester.

◆

arold Cummings, manager of ford's Meadows Drive-In, has ned his position with the half- on dollar 2,000-car theatre. Smith agement Circuit is expected to unce a replacement shortly.

◆

laude Bedford, long time secre- for **Emil Bernstecker** of the y-Kincey Theatre in Atlanta, has ned.

◆

liff Wilson was the recipient of a vell party held by his friends in Atlanta Variety Club. He will ne new duties with the Para- nt-Gulf Theatres in New Orleans.

◆

anny Youngerman, of the United ts exchange in Detroit, has been ferred to the New York office of company.

nual Communion eakfast Sunday

e sixth annual Communion kfast for Catholic members of motion picture industry will be on Sunday at 10 a.m., in the d Ballroom of New York's Wal- -Astoria Hotel.

ominent members of the enter- nent industry will make up the The principal speaker at the t will be Father James Keller, der of the Christopher movement. ie Dowling, noted theatrical pro- r, will be toastmaster.

embers of the dais include such nalities as Ann Blyth, Eddie Jr., Ernest Borgnine, Johnny es, and concert stars Vivian a Chiesa and Thomas Hayward. me 3,000 people are expected to d.

t Feb. 2 Target te for Formula

Feb. 2 deadline has been put on world formula issue, with the pany presidents slated to meet hat date if the committee, cur- ly working on the problem, is le to reach an agreement by .

e target date of Feb. 2 was es- shed at a meeting of the execu- committee of the Motion Picture ciation of America. The commit- composed of company presidents, d MPAA president Eric Johnston n stress the urgency of establish- a world formula for the division ermits.

In His Economic Report

President Urges Congress To Strengthen Trust Laws

By J. A. OTTEN

WASHINGTON, Jan. 25.—President Eisenhower urged Congress to approve a series of bills to strengthen the anti-trust laws.

In his annual economic report to the lawmakers yesterday, the President suggested that firms planning to merge be required to give advance notice to the government; that the anti-merger laws be made to apply if either party to the merger is in interstate commerce, rather than requiring that both be in interstate commerce as at present; that FTC cease and desist orders under the Clayton Act be made final, unless there is an appeal to the court; that the Attorney General be empowered to require companies to produce documents during anti-trust investigations, even if there hasn't been a formal complaint filed yet; and that appropriations for anti-trust agencies be increased.

Wants Tax Rates Held

The President repeated his earlier recommendations that excise taxes be kept at present rates for the time being; that the tax be lowered on certain corporate income earned overseas; that the U. S. take part in the organization for trade cooperation; and that present customs procedures be simplified.

Unveiling Next Week Of Consolidated Lab

The new Consolidated Film Industries processing laboratory will be unveiled to the trade next Tuesday and Wednesday by Republic president Herbert J. Yates. The million-dollar plant will then be toured by guests escorted by lab technicians.

Designed specifically to meet requirements of motion picture, television and industrial film producers in the East, the plant will be equipped with exclusive high-speed spray developing machines, automation in operation and volume facilities, it was revealed yesterday.

The new Consolidated operation, to be under the direct supervision of Douglas T. Yates, was designed by Albert A. Duryea, resident manager of the company's Fort Lee, N. J., plant. Within its 30,000 square footage, the plant will maintain 15 equipped customer cutting rooms and projection facilities for 16mm, 35mm, and wide screen projection. The plant is expected to be readily convertible to color processing upon short notice.

SMPTE to Elect Sectional Vice-Pres.

The Society of Motion Picture and Television Engineers will hold its quarterly board of directors meeting here, tomorrow, it was announced by Dr. John G. Frayne, president of the society. Board members are expected to elect a new section vice-president for the organization.

Brotherhood Local Chairmen Named

Seventeen film industry executives have accepted posts as local publicity chairman for the 1956 Brotherhood Week drive, it was announced by William J. Heineman and Spyros S. Skouras, Jr., national co-chairman of the interfaith effort sponsored by the National Conference of Christians and Jews.

Film officials taking over direction of their local Brotherhood publicity campaigns are: Don Allen, Tri-States Theatre Corp., Des Moines; Ted Barker, Loew's, Cleveland; Maurice F. Barr, Paramount Gulf Theatres, New Orleans; Birk Binnard, Stanley-Warner, Philadelphia; Al Bloom, Greater Amusements, Minneapolis; Bernie Evens, Loew's, Kansas City, and Karl Fasick, Loew's, Boston.

Leading Circuits Participating

Also C. E. Force, RKO Theatres, Omaha; Dave Friedman, Paramount Pictures, Indianapolis; Hank Howard, RKO Radio Pictures, Philadelphia; Richard L. Lightman, Malco Theatres, Memphis; Joe Mansfield, United Artists, Boston; Edward Meade, Shea's Buffalo Theatre, Buffalo; Arthur Moger, Warner Bros., Boston; Jerry Sager, B. S. Moss Theatres, New York, and James Tottman, Stanley-Warner, New Haven.

M-G-M and Schary Cited by 'Redbook'

The M-G-M studio and Dore Schary, its head of production, have been chosen by "Redbook" to receive the 17th "Annual Movie Award" of that magazine for "the most distinguished contributions to the motion picture industry and the excellence of their 1955 product," it was disclosed here yesterday by Wade H. Nichols, editor and publisher. Formal presentation will be made Sunday on the Ed Sullivan show over CBS-TV, when Ann Blyth will receive the silver cup on behalf of the winners.

Cinema Lodge's 3rd Luncheon Thursday

New York's Cinema Lodge of B'nai B'rith will hold its third luncheon membership meeting of the 1955-56 season at Toots Shor's next Thursday with Dr. Arthur Lelyveld, national director of B'nai B'rith's Hiller Foundations, as the speaker, it was announced yesterday by Max E. Youngstein, president.

Closer Tie

Mexico-France Co-Production Deal Finalized

Special to THE DAILY

MEXICO CITY, Jan. 25. — Closer Franco-Mexican film relations are envisioned by Congressman Jorge Ferretis, chairman of the Mexican National Cinematographic Board, with the making here of a cooperative cinematographic pact between Mexico and France, which includes co-production. Ferretis explained that this pact was different from that recently made between Mexico and Italy, as that deal was between producers only, but this one is between Governments and will have the status of an official treaty. Ferretis signed for Mexico and Jacques Flaud, chairman of the French Cinematographic Board, for France.

Ferretis said Mexican producers will enjoy enlarged facilities for production and exhibition in France.

Cinex, the semi-official distributor of Mexican pictures abroad, is to name the manager of a film exchange in Paris as soon as the treaty is ratified.

'Scope 55 Praised In San Francisco

SAN FRANCISCO, Jan. 25.—Over 1600 stockholders, exhibitors, and members of the press attended Twentieth Century-Fox's CinemaScope 55 demonstrations at the Fox Theatre here yesterday and acclaimed the medium," it was reported.

All five of the city's drama editors praised the new process in their daily newspapers. Of all the groups attending, exhibitors seemed most profuse in their praise. Among the comments:

William Thetford, president of the Evergreen Circuit and division manager for Fox West Coast: "This is the realization of a dream every exhibitor always had."

Mike Naify, T & D Circuit; "It's great. The last word in motion picture presentation."

George Mann, Redwood Circuit: "The 'King And I' scenes were the greatest I have ever seen. When can I book it? Give me advertising material immediately."

Irving Ackerman, Ackerman and Rosner Circuit: "The clarity and detail were simply overwhelming. No stage show can compete with this presentation."

Strode Trial March 7

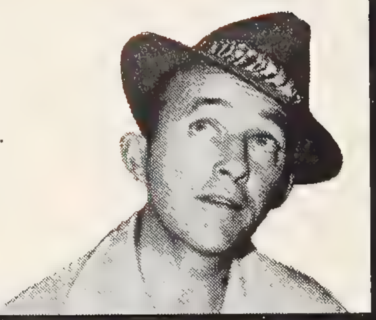
KANSAS CITY, Jan. 25.—The trial of James Strode, manager of the Glen Theatre, an art house, on a charge of permitting an indecent, obscene picture to be shown in the theatre was continued in municipal court today until March 7. Strode is free on a bond of $500.

Exclusive! An Important First in Motion Pict

20th HIRES CBS-RADIO'S
PROGRAMS TO SELL RO

BING CROSBY SHOW

MONDAY
THRU
FRIDAY
7:30-7:45 P. M.



EDGAR BERGEN–CHARLIE McCARTHY SHOW

SUNDAYS
7:05-8 P. M.

CONTINUOUS EXPOSU
ON THESE 8 SHOWS

- *Begins February 8th*
- *Blankets 202-Station Network*
- *Totals 116,085,000 Impression*

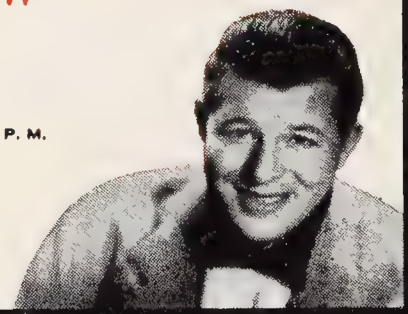
20th puts the top names in radio to work you to attain total saturation for "Carou in CinemaScope 55 at the in-home level.

AMOS 'N' ANDY SHOW

MONDAY
THRU
FRIDAY
9:30-9:55 P. M.

JACK CARSON SHOW

MONDAY
THRU
FRIDAY
9:05-9:30 P. M.



PETER POTTER'S JUKE BOX JURY

SATURDAYS
7:05-8 P. M.

"I am so very proud to be a member of the organization th forward, to an ever brighter future for us al

ploitation!

REATEST PERSONALITY

ERS and HAMMERSTEIN'S

AROUSEL

THE FIRST MOTION PICTURE IN THE NEW

CINEMASCOPE 55

MORE THAN YOUR EYES HAVE EVER SEEN!

COLOR by DE LUXE

his in addition to the full-
ale magazine, newspaper,
V and billboard cam-
aigns. You'll know what
ass penetration really
eans when you check the
re-sold figures 20th is
uilding on this great at-
raction—over *one billion*
npressions!

CURT MASSEY SHOW

MONDAY
THRU
FRIDAY
7:05-7:30 P. M.

Look to 20th for imaginative, pioneering merchandising plans which back up great motion pictures!

ALEN DRAKE SHOW

URDAYS
0-11 A. M.

MITCH MILLER SHOW

SUNDAYS
9:05-9:55 P. M.

ys planning ahead and moving

Spyros P Skouras

—Spyros P. Skouras, President
20th Century-Fox Film Corporation

Loew Sees

(Continued from page 1)

of Dreyfus & Co., Wall Street brokerage firm, which has been acquiring large blocks of Loew's shares of late. Loew said the meeting would take place either today or sometime next week.

Enthusiastic Regarding 'Swan'

Loew, who recently returned from a trip to the Coast, spoke enthusiastically about "The Swan," which stars Grace Kelly, Alec Guinness and Louis Jourdan, seeing in it the biggest potential gross for the company from any picture since "Gone with the Wind." Saying that he's never seen a more timely picture, referring to the marriage plans of Miss Kelly and Prince Rainier III of Monaco, and the wide publicity they have received, Loew commented that the story not only runs along the lines of Miss Kelly's present life, but along the lines of the life of Princess Margaret, which also has received so much publicity. Loew's will try to release the picture when Miss Kelly marries the Prince in April.

Loew's plans to continue its policy of attracting outside producers, he said, in order to augment the company's release schedule, while leaving the studio free to concentrate on big pictures. Since last April, Loew's has made about a dozen deals with outside producers, a few of which are awaiting signature. In addition to the aforementioned dozen, Loew said, the company is working on "some independent producer deals in England."

Slates 31 This Year

During the current calendar year, Loew's probably will release 25 of its own studio productions, in addition to six independent productions, bringing the total release schedule for 1956 up to 31. He said this compares to 25 released by the company last year.

Asked whether he anticipated any upsurge in production in Hollywood this year, Loew said he believes major studios probably will hold to the "average number" released in the past. Although he stated that the M-G-M studio is pursuing a policy of making the big pictures, he added that it has and will continue to produce smaller budget pictures with a box-office potential, films such as "Blackboard Jungle," "Trial," and the upcoming release, "The Rack."

Asked whether he foresaw any managerial changes now that he has assumed the presidency, Loew replied that the industry is facing a period of change, that major policy changes have to be made. He added, however, that "I don't see any immediate change in the executive set-up."

Praises Schary

Asked whether he is satisfied with the stewardship of Dore Schary, vice-president in charge of production, Loew said "I think he's done a presentable job." He went on to say that Loew's pictures compare favorably with other studios, although other studios may have had "better luck" with some pictures.

Speaking about the industry in general, Loew said that business has been off this film year, calculated from September to September, but now it is starting to improve. He saw this film year off as compared to the previous film year, noting the business drop experienced in the first five months calculated from last September. He felt "very hopeful," however, regarding the next film year, running from September, 1956, to September, 1957, pointing to what he believed to be a good line-up of product.

No Definite TV Policy

Loew's currently has no definite TV policy, but is studying the problem "very carefully and will come up with one in the next six months," he stated. The company's TV show, "M-G-M Parade," Loew continued, is "very profitable," although it is "not as successful as we would have liked it to be from the public's point of view." He added that the company has "so much TV material in its vaults," in addition to TV story material. At this point, Loew was asked whether the policy study includes the possibility of the sale of features and cartoons to TV, a step taken recently by other companies, and he replied in the affirmative.

Welcomes Suggestions

Regarding the projected meeting with the Loew's stockholders group, Loew said that he did not know the program the group members may offer, although he indicated he would welcome constructive suggestions that would help him in the management of the company. Stein, spokesman for the group, has declined to state the group's program publicly at this time, although he claims the group, said to represent more than 500,000 shares, is friendly to management. Loew said he assumed the group is seeking representation on the board. Stein, however, has denied seeking such representation, stating only that his group desired a meeting with Loew prior to the company's annual stockholders meeting on Feb. 23.

DeMille Remarks at SPG Fete Leave Impress on Hollywood

From THE DAILY Bureau

HOLLYWOOD, Jan. 25.—The address made by Cecil B. DeMille at the annual dinner of the Screen Producers Guild honoring him with the Milestone Award, still is being discussed in this production community. Following are some of the quotes that impressed many as worth remembering.

"With the duty to our art goes a duty to the audience. If we keep that in mind we may be able to keep our industry free from the forces which threaten to corrupt it from within, and the forces which threaten to cramp and stifle it from without."

◇

"Censorship is not the answer, but neither is unbridled license. In motion pictures, dirt is not necessarily pay dirt."

◇

"It would be really immoral for us to portray a world that contained no evil or a world in which evil was never strong or alluring. It would be immoral because it would be untrue."

◇

"Neither motion pictures nor any other art has the right to corrupt morals. But it has the right to be judged as an art—and by judges who know what they are talking about."

◇

"We (the motion picture industry) hold great power . . . make it a power for good—for truth, for beauty and for freedom."

◇

"When we think in terms of 're-issues,' we automatically condemn the picture to second-rate treatment by the publicity and advertising departments, and by the public. The great classics of the screen deserve better treatment than that, for they remain not second-rate, but first-rate specimens of the motion picture art."

◇

"This industry will not come of age until it makes a determined effort to keep its own great classics alive, and to present them regularly to the public in a manner worthy of their merit."

Ad Budget

(Continued from page 1)

Condon and David Hanna in c to handle advance promotion fo VistaVision film.

The UA vice-president also closed that the company had "million budget Robert Ro produ of "Alex the Great. said tha saw the ished pri this film in Europe that he highly pl with it.

Max Youngstein

"I expe spend working days in London and next week," Youngstein said, "s the finished prints of Hecht-La ter's 'Trapeze', Norman Krasna's Ambassador's Daughter' and Sh Reynolds' 'Foreign Intrigue.'" Y stein said that advertising and licity budgets for these films w set up following the screenings c pictures which UA will distribut year.

Johnston's View

(Continued from page 1)

tures. The American public is ing joy and relaxation in gettin of the house to see pictures o screens in theatres.

"The pictures reciprocate this ing. We don't think it is just a and passing flirtation.

"Hollywood is really taking renewed sign of affection so seri that it is eagerly doing many t to strengthen it. And I think one of the most important is t crease the number of films to be duced, and not just ordinary either. I mean big pictures—b theme, big in dramatic values, b ideas. . . .

'Something Real and Solid'

"So, right now, if you look b the optimism of showmen, you'l something real and solid. The things are going this affair bet Hollywood and the public may out to be the 'romance of the y

20th Holding

(Continued from page 1)

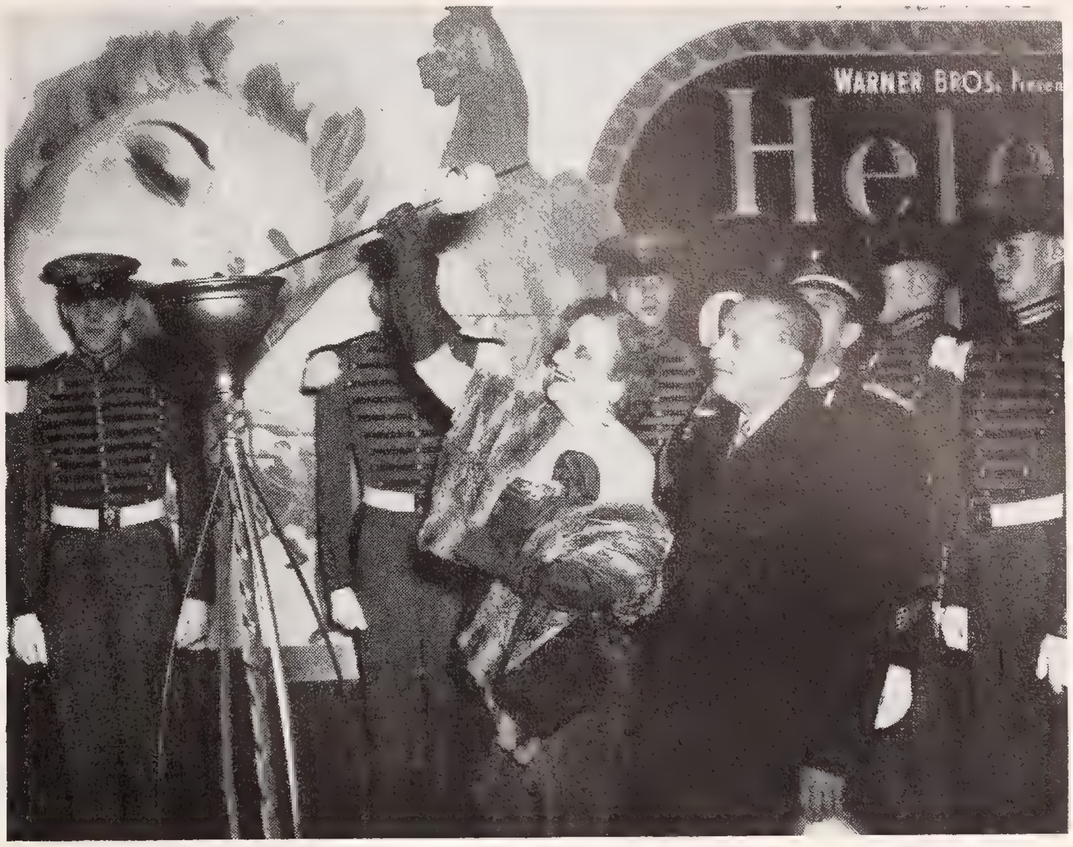
tion applications in Canada o amplified production and release gram of 34 CinemaScope attrac

The meeting, to be held at Toronto exchange, will be highli by the first Canadian demonstr of CinemaScope 55.

W. C. Gehring, executive assi general sales manager, and A Silverstone, assistant general manager, will fly to Toronto New York this weekend to join Canadian division manager Myers and branch heads. Ro Bush, exploitation manager, also attend.

"Helen of Troy" Bow Dazzles Broadway

GLOBAL world premiere of Warner Bros.' "Helen of Troy," in CinemaScope and WarnerColor, in 141 cities in over 50 countries, was launched in New York last night with an invitational, reserved-seat showing in honor of the Overseas Press Club of America whose members include internationally famous journalists and correspondents. In addition to leading members of the organization, the gala event attracted a host of celebrities from all walks of life. The international cast, headed by Italy's Rossana Podesta, France's Jack Sernas and Sir Cedric Hardwicke, sparked the international premieres which are taking place all over the world. Leading celebrities of each country are attending the individual openings, marking the first such premiere in motion picture history. "Helen of Troy," which was directed by Robert Wise, begins its regular engagement at the Criterion Theatre this morning. Opening was accorded extensive press, television, radio and newsreel coverage. The picture at the right shows Mme. Perle Mesta lighting the Trojan Torch during ceremonies in the theatre lobby, and Ben Kalmenson, Warner Bros. vice-president, as an Honor Guard from New York's famous 7th Regiment, stands in the background.



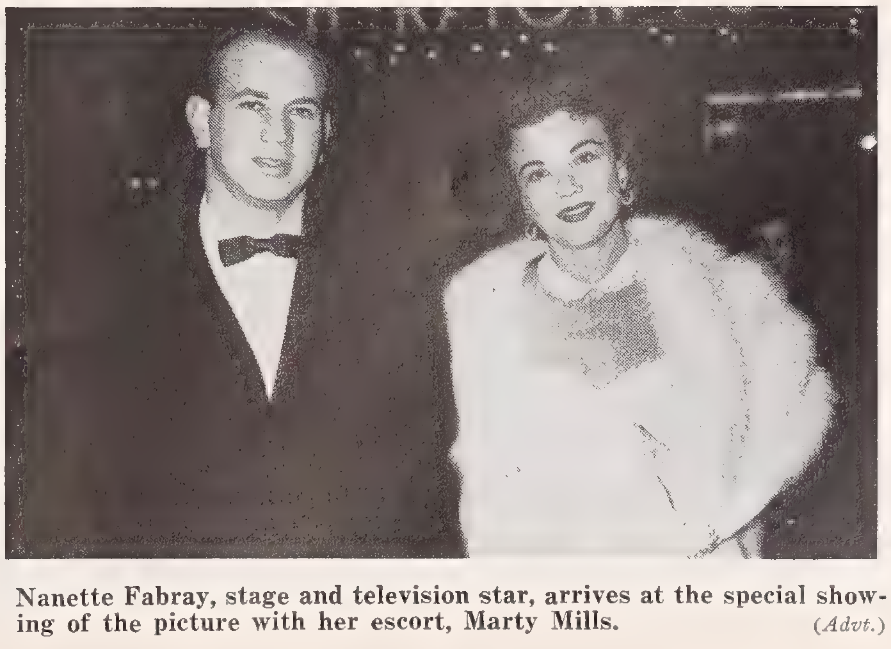
MISS HELEN OF TROY
ROBERT

ati McCormack (Miss Helen of Troy of 1966), starred in the forthng Warner Bros. film, "The Bad Seed," and Marian Marlowe, TV ng star.

Age of Titans
burst into

H. V. Kaltenborn, veteran news analyst, and Mrs. Kaltenborn join the celebrity-studded audience which attended the performance.

Mr and Mrs. Masaki and Mr. and Mrs. Kikawa, of the Japanese Consule, add to the international flavor of the opening.



Nanette Fabray, stage and television star, arrives at the special showing of the picture with her escort, Marty Mills. *(Advt.)*

To the M·G·M studio and Dore Schary...

AWARD FOR DISTINGUISHED CONTRIBUTION
TO THE
ART OF THE MOTION PICTURE
PRESENTED BY
REDBOOK MAGAZINE
1955 DORE SCHARY AND THE
METRO GOLDWYN-MAYER STUDIO

For an outstanding record of unusual films produced in 1955, the editors of Redbook are presenting the 17th Annual Motion Picture Award to the M·G·M Studio and Dore Schary, Head of Production.

With this prized silver cup, Redbook salutes them for such films as "Blackboard Jungle" and "Trial," which pulled no punches in dealing with urgent and controversial issues . . . for the biographical "I'll Cry Tomorrow" and "Love Me or Leave Me," which drew inspiration from true-life drama . . . for "The Tender Trap" and "It's Always Fair Weather," because of their sheer pleasure and entertainment . . . and for a long list of other outstanding films.

And in this presentation, Redbook pays tribute, too, to the entire motion picture industry for making 1955 such an outstanding year, with the widest choice of the finest entertainment possible.

See the Presentation on the Ed Sullivan Show,
Sunday, January 29th
(CBS-TV, 8 p.m. EST)

Read the entire
Award Story in the
February Redbook

Redbook
The Magazine for YOUNG ADULTS
What's Wrong with American Husbands?
By Laura Z. Hobson
The Strange Life of Susan Hayward
Redbook's 17th Annual Motion Picture Award
Every Year is Leap Year!

Redbook

THE MAGAZINE FOR YOUNG ADULTS

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 79. NO. 19 NEW YORK, U. S. A., FRIDAY, JANUARY 27, 1956 TEN CENTS

arings Start

ee Favors mited Trial or Toll-TV

C Member Suggests ding It to the UHF

By J. A. OTTEN

SHINGTON, Jan. 26.—Federal unications Commissioner Rob- Lee came out today for a lim- rial of subscription television.

made the suggestion before the e Commerce Committee, which norning opened what promised lengthy and exhaustive hearings l phases of the television indus- Committee chairman Magnuson Wash.) told Lee that subscrip- television is on the committee's la. Another committee member, or Schoeppel (R., Kans.), told

(*Continued on page* 6)

ank Extends exican Deal

By WILLIAM PAY

NDON, Jan. 26.—J. Arthur 's British Optical & Precision neers has concluded an agree- with the Mexican company, a, SA, which handles the dis- tion of all Gaumont-Kalee thea- nd film studio equipment in co.

is arrangement, concluded by Davis with S. Stieglitz and J. nkovsky, directors of Deksa, gives B.O.P.E. a 50 per cent in- t in the Mexican company. Dek- A, was founded eight years ago

(*Continued on page* 2)

ftery Will M.C. urch Breakfast

lward C. Raftery of the indus- law firm of O'Brien, Driscoll & ery will be toastmaster at the annual motion picture industry munion Breakfast, to be held at Waldorf-Astoria Hotel here on lay.

e breakfast will follow 9 o'clock

(*Continued on page* 6)

INP Wirephoto

Mexico City is the latest capital, in a continuing series of world-wide capital cities, to hold a gala premiere for Howard Hughes' $6,000,000 RKO spectacle, "The Conqueror." Led by the First Lady of Mexico, Dona Maria Izaguirre de Ruiz Cortines (center), a long list of notables, including co-star Pedro Armendariz, attended the debut at the Roble Theatre Wednesday night for the benefit of the Mexican Red Cross. Left to right: Maruca Alvarez, Queen of the Red Cross; The First Lady, and Marjorie Fletcher, President of the Juvenile Committee dedicated to the fund-raising drive. (*Advt.*)

First Deal for RKO Films

By LESTER DINOFF

C & C Television Corp., in its first major network sale of the package of 740 RKO Radio Pictures feature films, has consummated negotiations with Westinghouse Broadcasting Corp., whereby three of the network's stations will each acquire the entire package for $1,600,000, plus comparable air time, over a period of four years, it was reported here yesterday.

The deal, which was in negotiation for a number of weeks, was agreed upon late Wednesday, it was said.

Under the C & C TV-Westinghouse agreement, the three stations which will have the RKO product for tele-

(*Continued on page* 6)

REVIEW:

The Court Jester

Dena—Paramount—VistaVision

Danny Kaye is back and this is cause for huzzahs at the box-offices. In his latest opus, a satirical musical, Kaye is given ample opportunity to demonstrate his inimitable gifts as a pantomimist, dancer, singer and exponent of slap-stick, and he combines them to the fullest measure. Even though the story line is peppered with incidents and coincidences that strain the credulity, even for a burlesque, Kaye never fails to delight and entertain.

"The Court Jester" is reported to be the most expensive comedy ever

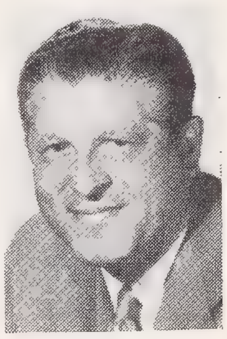
(*Continued on page* 6)

Tops Since '46

'U' Earnings In '55 Climb To $4,018,625

Compares to Preceding Year Net of $3,797,688

Consolidated net earnings of $4,018,625 for the year ended Oct. 29, 1955, was reported here yesterday by Universal Pictures Co., representing the highest net earnings for the company since the record 1946 fiscal year.



Milton Rackmil

The $4,018,625 for the 1955 fiscal year was computed after provision of $3,960,000 for Federal taxes on income, it was stated. For the preceding fiscal year, consolidated net

(*Continued on page* 6)

Loew's Group In Board Bid

Two or more directors on Loew's, Inc.'s, board of directors are sought by the Loew's stockholders group, identified with Howard Stein, of Dreyfus & Co., Wall Street brokerage firm, it was disclosed here yesterday by Stein.

Stein, reached prior to his group's meeting in the afternoon with Loew's

(*Continued on page* 2)

ITOA Still in Favor Of Arbitration Draft

The Independent Theatre Owners Association is "still favorably inclined" toward the present industry arbitration draft even though the Theatre Owners of America has "temporarily" withdrawn its approval of the draft, according to ITOA officials. The ITOA, which was the first ex-

(*Continued on page* 6)

PERSONAL MENTION

DR. JOHN G. FRAYNE, president of the SMPTE, will return to the Coast today from New York.

•

Spyros P. Skouras, president of 20th Century-Fox, has returned to New York from the Coast.

•

George Weltner, Paramount worldwide sales head, and **Charles Boasberg**, supervisor of sales for "The Ten Commandments," will return to New York today from Hollywood.

•

Jerome Pickman, Paramount Pictures vice-president in charge of advertising-publicity, will return to New York over the weekend from Hollywood.

•

A. Montague and **Rube Jackter**, Columbia Pictures general and assistant general sales manager, respectively, will leave here at the weekend for Charlotte.

•

John Flinn, Allied Artists advertising-publicity director, will return to the Coast over the weekend from New York.

•

James R. Velde, United Artists Western division manager, will leave here over the weekend for Chicago and key cities of the West Coast.

•

Peter W. Geiger, head of the Bank of America's New York motion picture department, has left New York for Montreal and Toronto.

•

Norman Katz, Associated Artists Prods. vice-president, will leave here over the weekend for the Coast.

Johnston Will Speak In New York Today

Eric Johnston, Motion Picture Association president, will address a luncheon meeting of the Association of American Soap & Glycerine Producers at the Waldorf-Astoria Hotel here today on the subject "Who Is Sabotaging Our Economy?"

Johnston returned yesterday from Springfield, Mass., where he had addressed the Springfield Public Forum on "The Near East."

'Man' to Victoria

"The Man Who Never Was," Twentieth Century-Fox CinemaScope drama, filmed on location in London and Spain, will follow "The Man With the Golden Arm" into the Victoria Theatre here.

Italy to Tax Foreign Film Personnel

Special to THE DAILY

ROME, Jan. 26.–The Italian government has ordered film producers to withhold a percentage from the salaries of foreign motion picture personnel, to guarantee tax payments to the government. Under a new plan, the Budget Ministry announced that non-Italian film people would be required to pay taxes from now on. The ministry cited that millions of lire had been earned without any tax levy.

Carolina Convention Starts on Sunday

Special to THE DAILY

CHARLOTTE, Jan. 26.–The annual convention of the Theatre Owners of North and South Carolina will get under way here on Sunday with some 500 persons expected here for the three-day meeting.

Howard Anderson, Mullins, S. C., theatre operator who is acting president of the association, said that a full program has been planned, including entertainment for exhibitors and their wives.

Principal speakers will be Myron Blank, TOA president; Herman Levy, general counsel; Abe Montague, Columbia Pictures sales head; and others. Mike Simons, M-G-M custom relations chief, is also expected to speak.

The meeting will begin with registration at noon Sunday. A cocktail party will be held that afternoon and the directors meeting that night. Business sessions will be held the next day with a banquet and dance that night. Fashion shows and luncheons are among the social events planned that day.

New officers will be named at Monday afternoon's session. Tuesday's program will be highlighted by a special screening of "I'll Cry Tomorrow" at the Carolina Theatre.

'Holiday' Ends N.Y. Run in April

"Cinerama Holiday" will conclude its New York run of 14 months at the Warner Theatre early in April. "Seven Wonders of the World" will follow shortly thereafter.

'Troy' Bow on Coast

HOLLYWOOD, Jan. 26.–Hollywood rolled out the red carpet, a 300 foot one, tonight for stars and dignitaries who attended the Fox-Wilshire Theatre's premiere of "Helen of Troy." The plush ceremonies were part of a global opening for the film, which was presented in a simultaneous debut at 140 other cities and in more than 50 nations yesterday.

EDITORIAL

DeMille's Counsel Warrants Heeding

By Sherwin Kane

A DISPATCH from MOTION PICTURE DAILY'S Hollywood Bureau, published yesterday, reported that many of the penetrating observations of Cecil B. DeMille, in his address last Sunday to the Screen Producers Guild on the occasion of his being presented with the Lewis Milestone Award, impressed not only his listeners but also a large section of the production community.

MOTION PICTURE DAILY feels as Hollywood does about much that DeMille had to say. Selected quotations from the address were published yesterday because space limitations prevented the full quotation the remarks merited when the story of the SPG award dinner was reported earlier in the week.

•

It is difficult to choose one quotation over others, because so much of what DeMille had to say reflects not only the fruit of his vast experience, but also because it gave expression to his wisdom and insight in the realms of industry responsibilities, motivations, artistic claims, and its long-range problems.

However, there was one DeMille declaration which stands out if only because it expresses irrefutable common sense and, at the same time, has meaning for every member of the industry:

"This industry will not survive," said DeMille, "if management tries to run it without regard for labor, or if labor tries to wreck its economic structure by unrealistic and unreasonable demands, or if agents misuse the power which their control of talent gives them, or if exhibitors forget that they are showmen and that good exhibition demands as much showmanship as good production does."

•

This reminder from Hollywood's elder statesman is well worth keeping in mind.

Little can be done to prevent new problems and crises born of external impulses from developing and plaguing the industry from time to time. But there is much that can be done at all times to prevent destructive forces within the industry from dissipating its strength and substance.

These are the things for which each individual is responsible.

Loew's Grou

(*Continued from page* 1)
president Arthur M. Loew, ack
edged for the first time publicl
his group is seeking representati
the Loew's board "for all the
holders." In response to a que
Stein said that his group want
representation of more than on
rector, but declined to state e
how many his group is seeking.

He said that in addition to
self, members of his group a
meeting with Loew will in
Judge Louis Goldstein, represe
the Leon Lowenstein Found
owner of a considerable bloc
stock, and William Pfiffer, iden
as former chairman of the boa
U. S. Hoffman Machinery, sa
"represent a substantial positio
stock holdings.

Stein said that his group
have nothing to say after the me
contending that members would
some time to think over what
transpired. Efforts to reach Loe
comment were unavailing.

Plan to Study Findings

Stein, who claims his group
trols over 500,000 shares, agai
scribed the group's program as
structive." However, he still dec
to spell out its program. He
scribed his group's functio
"exploratory" with the purpose
pressing its "views to managem

He declined to expand furth
the group's plans. The Loew's s
holders annual meeting is slate
Feb. 23, with 13 of the current
tors up for reelection under ma
ment sponsorship.

Rank Extends

(*Continued from page* 1)
by the Mexican bankers Impu
Comercial E. Industrial SA, to
velop the sales of GB-Kalee in
ico. This new agreement will p
of a considerable expansion o
company's activities.

The Mexican directors believe
the new Anglo-Mexican partne
may establish a pattern which w
followed by other British comp

Arrangements are now being
to represent the British compan
the board of Deksa, SA, while
present directors will continu
manage the company's affairs.

NEW YORK THEAT
RADIO CITY MUSIC HALL
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

ig. Gen. **David Sarnoff,** RCA l chairman, last night received National Security Industrial As- ion's James Forrestal Memorial d in Washington.

◆

ry **Bloedow,** manager of Des es' Orpheum Theatre, has re- d to enter the theatre advertis- eld in Denver. No replacement loedow has been named yet.

◆

rold **Auten,** American represen- of Greater Union Theatres, alia, was host at an informal eon at the Lotos Club here yes- y to **Ralph Hetzel,** Motion re Association vice-president; **ge Vietheer,** MPEA official, and press representatives.

◆

nes **F. Collins,** manager of the k, Mass., Drive-in Theatre, re- l the "Manager of the Year" l of the Smith Management Co. ns was chosen over 21 other -in managers of the circuit.

◆

arles **Wallace,** Scottsville, Mich., itor took top honors in Para- t's nationwide campaign con- or "We're No Angels".

waukee May Ban nch 'Diabolique'

LWAUKEE, Jan. 26.—Milwau- nayor's motion picture commis- recommended that the French e, "Diabolique," be banned

entine J. Wells, executive secre- f the commission, said the pic- has "excessive gruesomeness." igh the commission has no legal rity, its recommendations usu- re followed by film exhibitors.

r NCTA Houses Aid to Education

Special to THE DAILY

FRANCISCO, Jan. 26.—The ern California Theatre Associ- has offered the facilities of lo- eatres for the advancement of lary education in developing terest of students in the motion e.

tentative plan was first an- ed at the association's annual ng and is still being considered r. Morris Williams, coordinator condary education for public s.

wever, no action will be taken it is decided exactly how local n picture facilities can be used nefit secondary education.

Senate Small Business Committee Hopes To Finish Exhibitor Hearings in One Day

From THE DAILY Bureau

WASHINGTON, Jan. 26.—The Senate Small Business Subcommittee holding hearings on film industry trade practices hopes to hear all exhibitor witnesses in one day or at the most two days.

The subcommittee has hearings scheduled for next Thursday. Subcommittee officials said they hoped testimony from spokesmen for Allied States Association, Theatre Owners of America and other exhibitor groups could be completed that day, and certainly on that day and the following day. They said exhibitor groups sending several witnesses might be asked to designate one man as the official spokesman.

If the subcommittee manages to squeeze all the exhibitor testimony into those two days, it would then schedule hearings at some later date for distributor and government witnesses, it was indicated.

Witnesses scheduled for next Thursday are to be announced within a day or two.

More 'Conqueror' Weekend Debuts

Howard Hughes' "The Conqueror" will be premiered for local charities in Berlin and Tokyo over the weekend, it was announced by RKO-Radio. Other openings in various capital cities throughout the world will continue through next week.

The Berlin performance will be attended by John Wayne, star of the production. Meanwhile, in Tokyo, on Sunday, international dignitaries stationed in the Japanese capital will attend "The Conqueror" debut.

A series of radio broadcasts of the premieres in Washington, D. C., Rome, and London began this week with a recording of the activities at Keith's Theatre, Washington. The programs, heard over the Mutual Broadcasting System from 10:15 to 10:30 P.M. (EST), are part of the network's new show, Sound-stage.

Kingsley Sues WB

A $100,000 suit against Warner Brothers was filed here yesterday by Kingsley International Pictures Corp., charging that Warners' release of "The Court Martial of Billy Mitchell" adversely affected the bookings of Kingsley's "Court Martial." Plaintiffs claimed that Warners knew that "Court Martial" was in release and that the Mitchell story with a similar title caused considerable confusion, thereby costing the company many bookings.

RKO Seeks Como

One of the first meetings that William Dozier, RKO vice-president in charge of production, has scheduled when he begins a session at the New York office on Monday is with Perry Como to discuss Como enacting the title role of Ben Bernie in RKO's forthcoming production, "The Old Maestro."

'Rose' Strong in Miami

MIAMI, Jan. 26.—Hal Wallis' "The Rose Tattoo," Paramount release, broke grossing records at the Lincoln Theatre, Miami, where $11,000 was chalked up for the first three days of the VistaVision film, Paramount reported.

Blumenfeld of NCTA Asks Exhibitor Unity

SAN FRANCISCO, Jan. 26.—Abe Blumenfeld, newly elected president of the Northern California Theatre Association, today announced that a new effort will be made to unify all exhibitors' interest in Northern California, saying, "I feel that a strong exhibitors' association will be beneficial to all concerned. Our prime interest will be to prevent adverse legislation." In this respect he said that he had complete confidence that Mrs. Hulda McGinn, legislative advocate for Motion Picture Theatres of California, will see that just legislation for California theatres will not be overlooked at the annual budget session at Sacramento in March.

Films, TV 'Married,' Says ABC's Lewine

"The marriage has been consummated" between films and television, despite the resistance of "a few diehards," according to Robert F. Lewine, vice-president of the American Broadcasting Co., who addressed the National Television Film Council at the Delmonico Hotel here yesterday.

Lauding the importance of film use for television networks, Lewine revealed that the networks were broadcasting filmed programs during about 40 per cent of their commercial nighttime hours. "The use of film on ABC is a conscious policy, not just for convenience," Lewine asserted.

Sees Industry as 'Reservoir'

"We believe that the motion picture industry offers a tremendous reservoir of talent . . . for the viewing public. . . . It is older than radio, its audience is vastly larger than the legitimate stage," the ABC vice-president continued. "Film on television is here to stay," he said.

In other developments of the NTFC meeting, John J. Schneider, president, announced that the council would poll membership for permission to increase the annual membership dues from $15 to $25, effective Jan. 1. Also mentioned was the postponement of the council's color film forum until the end of March. Original plans tentatively scheduled the forum for February.

In Shopping Center

Albany to Have Outdoor-And-Indoor Theatre

Special to THE DAILY

ALBANY, Jan. 26.—A combination indoor-and-outdoor theatre will be built in East Greenbush, across the river from Albany, as part of a $500,000 shopping center. Neil Hellman and Alan V. Iselin, of this city, coowners of a large corner site at East Greenbush, announced plans for the center and the two-in-one motion picture house operation.

The indoor part, to be used in the winter, will seat 750, while the outdoor theatre will accommodate 1,200 cars. Hellman, owner of two local indoor theatres and of drive-ins at No. Philadelphia, Pa., and Levittown, Pa., presently conducts the modern Mt. Vernon Motel in East Greenbush.

Also Operates Motel

Adjacent to it is the Auto-Vision Theatre, pioneer in the exchange district and operated for the past several years by Iselin, his son-in-law. Hellman also owns the new Town House Motel in Albany.

Leon Einhorn, Albany architect and drive-in designer, is preparing plans for the indoor-outdoor theatre and the shopping center. It is planned to have the drive-in ready for use this summer. Common box offices and entrances will admit patrons to each theatre.

MPIC to Formulate Forum Plan Monday

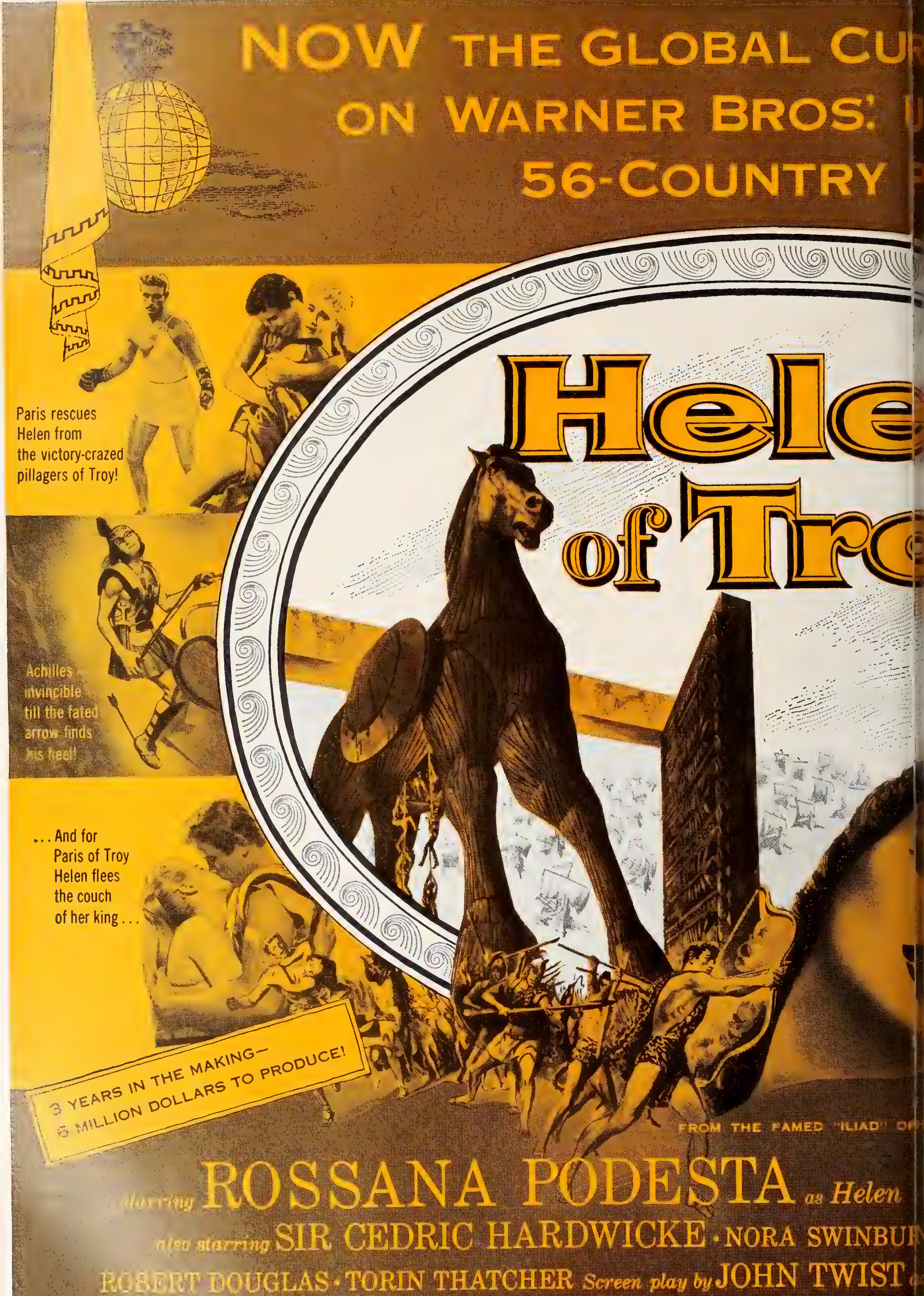
HOLLYWOOD, Jan. 26.—Subject, date and place of the first forum for 1956 of the Motion Picture Industry Council will be decided by the MPIC forum committee at a meeting Monday night, with the Production Code considered the probable subject.

MPIC forums, which last year discussed utilization of talent, and development of wide screen processes, are devoted to open discussions of important industry matters but do not make recommendations.

Coast Rain a Threat To Studio Operation

From THE DAILY Bureau

HOLLYWOOD, Jan. 26. — Although no major damage had been reported by studios up to closing time this afternoon, a rainfall which had exceeded seven inches in 24 hours, disrupting traffic and closing many main thoroughfares, caused most studios to approve early dismissal of workers living in seriously affected or remote areas. Whether the rains, still continuing and forecast through tomorrow, will enforce shutdowns could not be decided positively tonight.



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starring ROSSANA PODESTA *as Helen*

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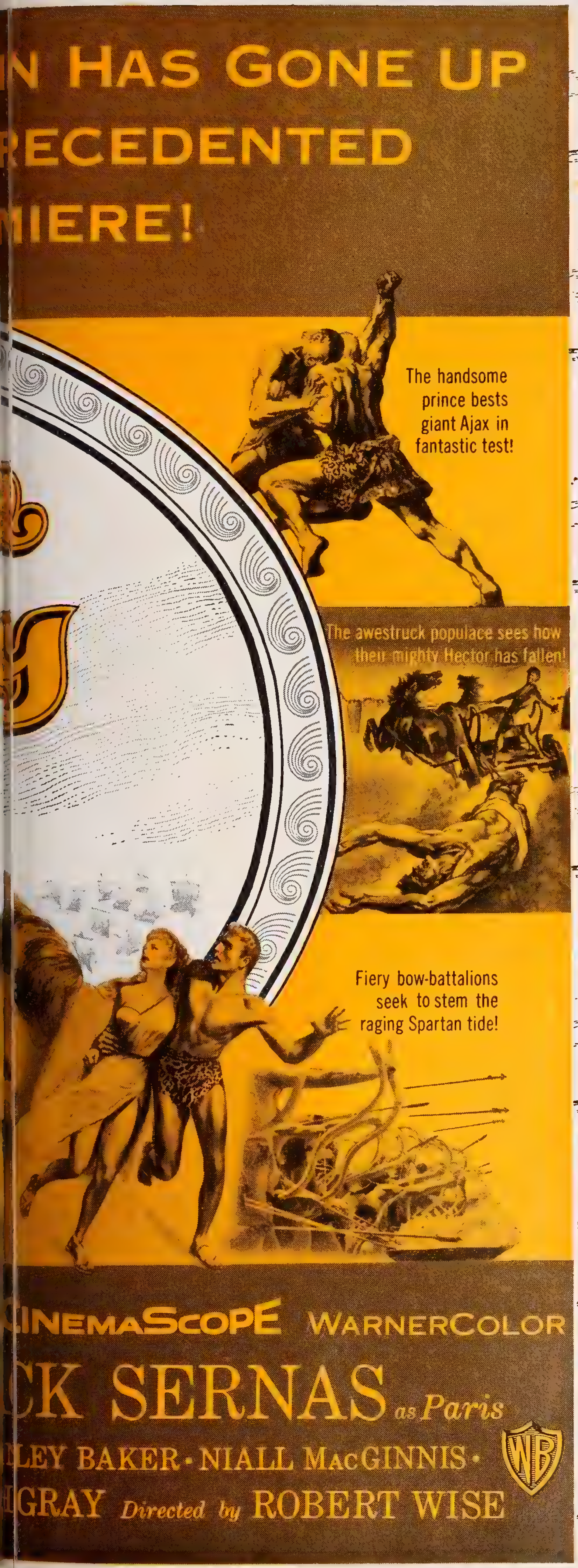
ROBERT DOUGLAS · TORIN THATCHER *Screen play by* JOHN TWIST

MUSIC BY MAX STEINER



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IERE!

The handsome prince bests giant Ajax in fantastic test!

The awestruck populace sees how their mighty Hector has fallen!

Fiery bow-battalions seek to stem the raging Spartan tide!

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Premiere carried on Art Linkletter "House Party" CBS-TV and radio—Jan. 27!

Full newsreel coverage on premieres on NBC-TV (including TODAY show, Jan. 27), CBS-TV and ABC-TV!

Radio saturation covering premieres by Shirley Thomas on NBC—MONITOR; by Jim Boysen on ABC Network; by Bob Osterburg on Mutual Network and others!

INTERNATIONALLY PROMOTED!

A never-before multi-country fashion and beauty contest! Almost all world capitals participating—with tremendous magazine, newspaper and newsreel coverage—and more coming!

NEWSREEL COVERAGE!

On-the-spot cameras cover the premieres all over the world! Combined newsreel to be shown on TV!

SCHOOL PROMOTION!

Special booklets and study guides offering picture-and-text presentation of the picture—in schools and colleges throughout U. S.!

ALL THIS—AND MORE!

Including gigantic magazine and Sunday supplement coverage with covers and big spreads in Life, Collier's, This Week and dozens more!

Universal

(*Continued from page 1*)

earnings were $3,797,688 after provision of $5,600,000 for Federal taxes on income and $500,000 for contingent liabilities.

The annual report, signed by president Milton R. Rackmil, stated after dividends on the preferred stock, the $4,018,625 for 1955 amounted to $3.71 per share on the 1,020,089 shares of common stock outstanding as of Oct. 29, 1955. For the preceding year, the consolidated net earnings were equivalent to $3.58 per share on the 995,289 shares of common stock in the hands of the public at Oct. 30, 1954.

1946 Earnings $4,565,219

Earnings for the record 1946 fiscal year were $4,565,219.

Film rentals and sales for the fiscal year were $77,520,857 as compared with $77,887,688 for the previous fiscal year. Earnings before providing for Federal taxes on income and contingent liabilities were $7,978,625 in 1955 against $9,897,688 in 1954. Net working capital for 1955 was listed at $32,704,808, as compared to $28,639,226 in 1954.

The report stated that the company acquired during the past fiscal year, 1,400 shares of its 4¼ per cent cumulative preferred stock, at an average cost of 489 per share, which it retired in anticipation of its March 15, 1957, sinking fund requirement, reducing the amount of its preferred stock outstanding at Oct. 29, 1955, to 54,800 shares.

Dividends Noted

It was noted that during the calendar year 1955, regular quarterly dividends at 25 cents per share and an extra dividend of 25 cents per share were paid on the common stock.

Rackmil, in his report to stockholders, noted that the company has "concluded another successful year," adding that Universal plans to release 30 pictures during the 1956 fiscal year, most of which are completed.

Universal Stockholders to Meet in New York March 14

Eleven of Universal Pictures' directors, the present number of the board of directors, are up for re-election at the company's annual stockholders meeting, to be held here March 14, according to the company's proxy statement mailed to stockholders yesterday.

The proxy statement also listed the remuneration of principal officers of the company for the fiscal year ended Oct. 29, 1955, which was as follows:

N. J. Blumberg, director and chairman of the board, $78,000; Milton R. Rackmil, director and president, $80,002; Alfred E. Daff, director and executive vice-president, $77,550; John J. O'Connor, director and vice-president, $52,000, and Edward Muhl, vice-president, $79,000.

Directors and officers as a group earned a total of $784,679 for the fiscal year.

The Court Jester

(CONTINUED FROM PAGE 1)

produced, $4,000,000 having been invested, and the outlay is in evidence by the massive sets and the hordes of players and extras. It is reasonable to believe, however, that the producers will get back their investment with a neat profit because it is the kind of a picture that should attract all types of audiences.

Kaye has been surrounded with a capable supporting cast including Britain's Glynis Johns, Basil Rathbone, Angela Lansbury and Cecil Parker, as well as Mildred Natwick, the latter a witch who is no slouch when she wishes to cast spells on the defenseless Kaye.

Choreographer James Starbuck has created some spectacular production numbers. But a highlight of that category doesn't come strictly under the heading of choreography. It is a close-order drill performed by the American Legion Zouaves drill team of Jackson, Mich. The team is utilized in a scene in which Kaye is knighted in an elaborate court ceremony.

As for story, it's along the Robin Hood lines and takes place in 12th Century England. Parker, as the usurper king, is told that the infant king of the true royal family, which has been massacred, is still alive. He fears that he will be dethroned if the real ruler is found. The Black Fox, played by Edward Ashley, is the leader of the Robin Hood-type gang which seeks the restoration of the rightful dynasty. Among the Fox's followers are Kaye, a rather timid fellow, and Miss Johns. Through various manipulations, Kaye finds his way to the palace impersonating a contracted court jester who, by way of court intrigue, is to kill off some prospective suitors for the hand of the princess, Miss Lansbury. Kaye comes under the influence and spell of the witch, and when he is under the spell he is tough and courageous. A snap of the finger can change his personality.

Needless to say, Kaye, after many riotous situations, plots and subplots, exposes the conspirators, engages in duels and restores the baby to the throne.

While the pace is fast when Kaye is on the screen, there are a few dull spots that crop up when motivation of plot is necessary. But on the whole, the hilarious moments offset the slower sequences.

Norman Panama and Melvin Frank wrote, produced and directed the film. Five songs were contributed by Sylvia Fine and Sammy Cahn. The color by Technicolor does much to enhance the spectacular elements.

Running time, 101 minutes. General classification. For March release.

AL STEEN

RKO Films

(*Continued from page 1*)

casting are located in Cleveland, Pittsburgh and San Francisco and that the first programming of the films will commence some time this summer. C & C TV will be responsible for the promotion of the product, it was said.

C & C TV already has made offers to WGN, Chicago, and a Phoenix, Ariz., television station, it was reported. Each offer includes cash for the library, which would be paid over a period of four years, plus comparable air time to advertise C & C Super Corp. and International Latex products, it was said.

Raftery to M.C.

(*Continued from page 1*)

Mass at St. Patrick's Cathedral, to be celebrated by the Most Reverend Joseph F. Flannelly, D.D., administrator of the Cathedral.

Speakers at the breakfast will be Rev. James Keller of the Christophers, Eddie Dowling and Ann Blyth. Distinguished guests and Hollywood and Broadway personalities will be at the dais. Approximately 1,500 industry members will attend.

ITOA for Draft

(*Continued from page 1*)

hibitor organization to approve the arbitration draft, is sending a seven man committee to Washington to attend the hearings scheduled by the Senate's Small Business Committee before its subcommittee on retailing, distribution and fair trade practices.

The exhibitor association's representatives will oppose all efforts at governmental regulation of the film industry, continue to press for support of intra-industry arbitration and approval of the draft prepared by the joint exhibitor-distributor committee, it was said.

The ITOA committee will consist of president Harry Brandt; Max A. Cohen, first vice-president and board chairman, and board members Julius Sanders, William Namenson, Edith Marshall, Sam Einhorn and Ray Rhone.

Mrs. Kulick Dies

Ruth D. Kulick, wife of the late Bert Kulick, executive of Bell Film Exchange, died Wednesday morning after a long illness. Funeral services will be held from Riverside Chapel today at 2 p.m.

Toll-TV

(*Continued from page 1*)

the seven FCC commissioners pr
at the hearing that he wanted
formation on "the status of subs
tion television generally" and
commission's views on it.

All indications were, however,
with all the other subjects the
mittee had listed on its agend
would be some time before it
very deeply into subscription te
sion.

Lee made his suggestion after
mittee members and commissi
had spent some time discussing
to establish a nationwide, compet
television service, with particular
erence to the financial problem
UHF stations.

Sees It "a Matter of Revenu

"Some consideration should be
en to subscription television
problem related to the UHF,
the problem is a matter of reve
Lee said. "If subscription telev
is good, then it should be giv
trial on the UHF only, and u
limitations on time." He menti
10 per cent of a station's playing
as a possibility, and also added
there should be some considerati
to rate limitations. There shoul
no trial of toll television, he
where there was only one telev
service in the area.

Senator Pastore (D., R. I.) a
what would happen "if subscri
television turns out to be a
thing?" Wouldn't that reverse
problem, Pastore asked, and cre
financial burden for VHF sta
while it eased that of UHF stat

"If it's good," Lee replied, "we
extend it. It's just a matter of
nue. If subscription television
give the UHF operator quite a le
—without waiting for hearings w
might take two years, why not
now on a limited basis?"

Sees Licensing of Westrex Unaffecte

Westrex's licensing arrangen
appear to be unaffected by the
sent decree of Western Electric
parent company, E. S. Gregg, W
rex president, stated here yeste

Gregg, pointing out the consen
cree is so "new" that the com
has had little time to study it,
clared, however, that it appears
the only area to be affected by
decree is the provision calling
Western Electric to divest itsel
Westrex within the next three y

In the meantime, Gregg said
Westrex will continue to operate
in the U. S. and abroad as it di
the past. Westrex, he pointed
has been operating as "autonomou
as possible and the decree, there
will have no effect on its daily op
tions. Although the consent de
entered by American Telephone
Telegraph Co. and Western Ele
involves the opening up of the
ents of the Bell System, Gregg
he felt the licensing arrangement
Westrex are not involved.

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all over!

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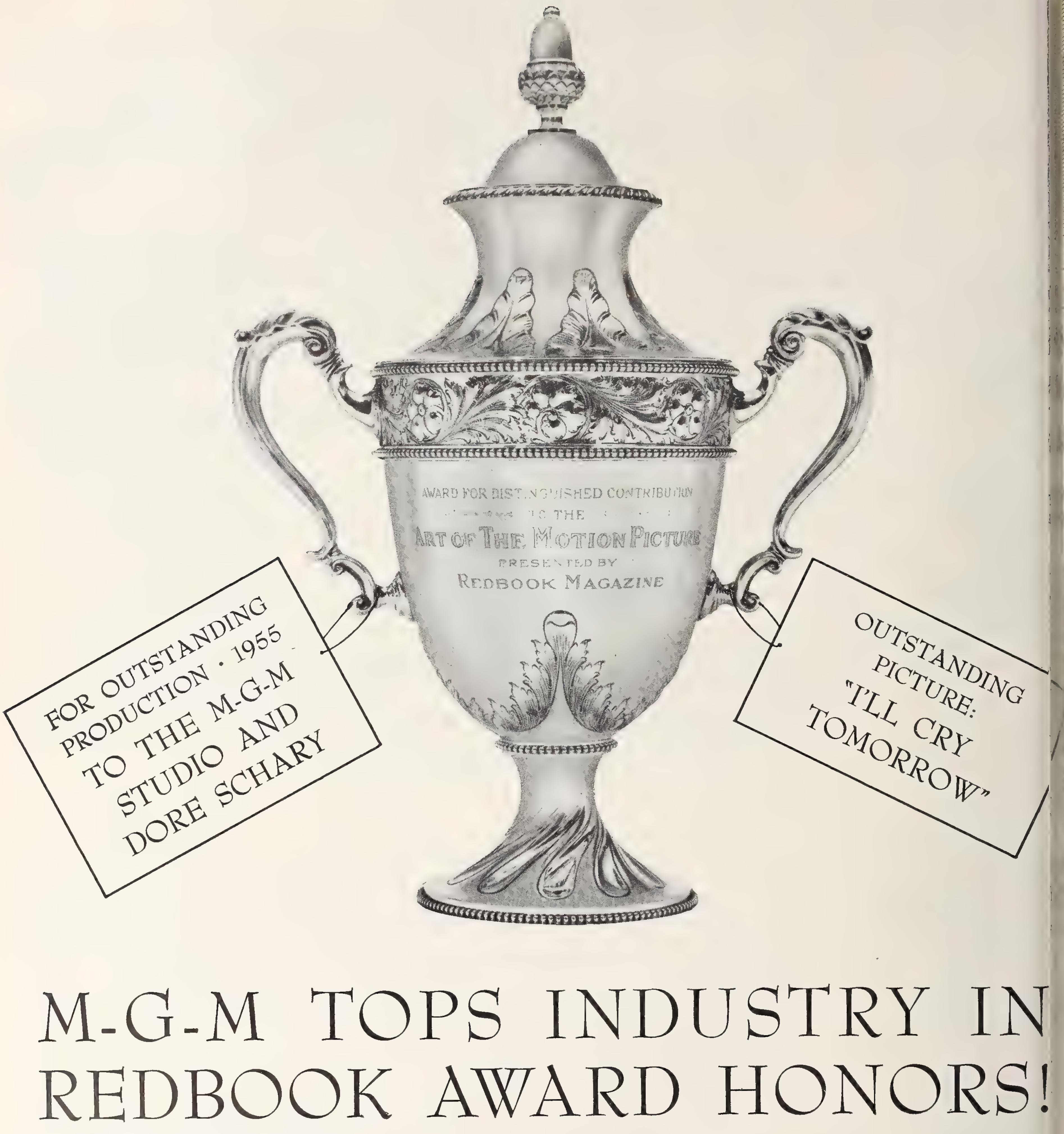
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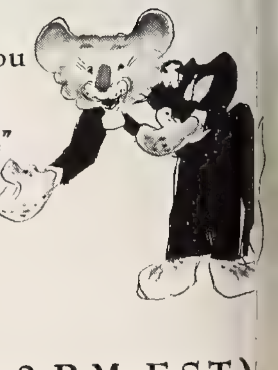
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That
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to the
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Set New Date

SB Hearings ostponed to ate February

er Sessions Will Go ward on Same Basis

By J. A. OTTEN

ASHINGTON, Jan. 29.—The e Small Business sub-committee nced that its hearings on mo- picture industry trade practices, uled here on Thursday, have postponed "until late February." e postponement, a sub-committee l said, was necessary by the hat chairman Hubert Humphrey Minn.) is tied up on other legis- matters and would not be free e hearings this week.

icials of Allied States Associa- Theatre Owners of America, In- dent Theatre Owners Associa- Southern California Theatre

(*Continued on page* 6)

t Down Film Plugs TV, Assn. Group ges Video Stations

Special to THE DAILY

RMEL, Cal., Jan. 29. — The ision Code Review Board of the nal Association of Radio and ision Broadcasters, meeting here riday, called upon member sta- of the association to cut down mount of TV time devoted to owing of portions of current mo- pictures, or performances by

(*Continued on page* 5)

gan Will Describe pe 55 Advances

new CinemaScope 55 process introduced next month with the ersion of Rodgers & Hammer- "Carousel", will be tagged the slogan, "More Than Your Have Ever Seen", according to Century-Fox, originators of the ss. Launched in September, with the film "The Robe," the al CinemaScope was sloganed See It Without Glasses."

Television Today

IN THIS ISSUE **PAGE 9**

- **This is the year of decision—the three major television networks make plans for the forthcoming Presidential election spectacular.**
- **Spotlighting the New and the Significant in Television Today.**
- **The Week in Review—What was on the air.**

In 16-to-20-Year Age Category

National Theatres' Survey Finds High Preference for Twin Bills

From THE DAILY Bureau

LOS ANGELES, Jan. 29.—Seventy-two per cent of the public, in the 16 to 20 year old age bracket, prefer double features, according to the research department of National Theatres, which recently completed a survey on motion picture attendance in localities reaching from Wisconsin through the Midwest and California.

NT distributed 1,000 questionnaires to 100 theatre managers in the circuit and received a total of 936 answers or nearly 100 per cent response. The survey was conducted away from the theatre, at schools and on the street in order to secure opinions from theatre goers and non-theatre goers.

The research department, following its compilation of the survey, ascertained that 72 per cent of the 16 to 20 year old age bracket preferred "double features" and that 28 per cent wanted "single features" in their local theatres.

In answer to "Are You a Regular Movie Fan," 790 respondents said

(*Continued on page* 6)

New Grainger Firm Formed

From THE DAILY Bureau

HOLLYWOOD, Jan. 29.—James R. Grainger announced the formation of a sales-representation organization, James R. Grainger Associates, Inc., with a large number of prominent exhibitors as stockholders. The organization, which will operate from headquarters in Beverly Hills, will concentrate on serving leading independent producers both as sales representative and in connection with arranging international distribution.

J. R. Grainger

Grainger said, "We shall provide aggressive representation and complete international distribution facilities for leading independent producers. We shall also offer special coun-

(*Continued on page* 6)

Carolina Convention Starts; 400 Present

Special to THE DAILY

CHARLOTTE, N. C., Jan. 29.—Exhibitors from all parts of North and South Carolina began arriving yesterday for the annual meeting of the Theater Owners Association of North and South Carolina.

Mrs. Lucille Price, executive secre-

(*Continued on page* 6)

Johnston Says

Code Appeals Machinery to Get Priority

Question Open As to 'Broadening' Issue

By MURRAY HOROWITZ

The first order of business of the standing committee on industry self-regulation will be to re-examine the appeals machinery of the Production Code, in the opinion of Eric Johnston, president of the Motion Picture Association.

Eric Johnston

Johnston, who also is chairman of the newly-formed four-man standing committee on self-regulation, has been asked to spell out more details of the committee's work,

(*Continued on page* 5)

Arbitration Hope Is 'Not Dead,' Although Clouded: Lichtman

Hope for an arbitration system is not dead, although it remains "anybody's guess" what the future may bring, Al Lichtman, 20th Century-Fox distribution director and chairman of the distributors' negotiating commit-

(*Continued on page* 6)

O'Shea's Acceptance Formally Noted

Daniel T. O'Shea, RKO Radio Pictures president, has accepted membership on the standing committee on self-regulation, chairman Eric Johnston, Motion Picture Association president, disclosed here on Friday.

Other members of the committee are: Barney Balaban, Paramount Pictures president, and A. Schneider, vice-president of Columbia Pictures.

PERSONAL MENTION

EDWARD L. WALTON, administrative assistant to DANIEL T O'SHEA, president of RKO Radio Pictures, will arrive in Hollywood today from New York.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Cincinnati from New York.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, returned to New York over the weekend from Hollywood.

•

HERBERT J. YATES, president of Republic Pictures, is scheduled to arrive in New York today from the Coast.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, has arrived in New York from Hollywood.

•

ADOLPH SCHIMEL, Universal Pictures vice-president and general counsel, is due to return to New York today from Paris.

•

HUGH OWEN, Paramount distribution vice-president, and AL FITTER, his assistant, will leave New York today for Atlanta.

•

SPYROS S. SKOURAS, JR., president of Skouras Theatres, has returned to New York from the Coast.

N. J. Exhibitors in Brotherhood Drive

New Jersey exhibitors will launch their part in the Brotherhood Drive today at a meeting called by state chairman Charles Smakwitz at the Essex Hotel in Newark.

This marks the second year in which the New Jersey exhibitors have conducted their own drive independent of the New York participation.

The Jersey committee consists of Walter Reade, Jr., Sid Stearn, Wilbur Snaper, George Gold, Irving Dollinger, Maury Miller, William Phillips and Mike Edelstein.

Speakers today will be William Heineman, Spyros Skouras, Jr., James Eagan, Ernie Sands and Saul Strausberg. Approximately 200 managers are expected to attend.

Quigley in Los Angeles

Martin Quigley is due in Hollywood today for a two-weeks' visit.

Senate TV Hearings Resume on Feb. 7

WASHINGTON, Jan. 29.–The Senate Commerce Committee's television hearings are now scheduled to resume on Feb. 7, with members of the Federal Communications Commission returning for further testimony and questioning. Chairman Magnuson (D., Wash.) had hoped to resume the hearings this week, but prior committee and commission commitments prevented.

1,500 at Communion Breakfast Here

A near-capacity attendance of approximately 1,500 industryites and members of their families packed the grand ballroom of the Waldorf Astoria Hotel here yesterday for the sixth annual motion picture industry Communion Breakfast, after attending a 9:00 o'clock Mass at nearby St. Patrick's Cathedral.

Rev. James Keller of the Christophers was the principal religious speaker. Other speakers were Eddie Dowling and Ann Blyth. Edward C. Raftery was toastmaster. Celebrant of the Mass at St. Patrick's was the Most Reverend Joseph F. Flannelly, administrator of the Cathdral.

Prominent guests at the breakfast dais included Eddie Foy, Jr., Ernest Borgnine, Johnny Podres, and concert stars Vivian Della Chiesa and Thomas Hayward.

Cesar Aboaf Named U-I Mexico Chief

The appointment of Cesar Aboaf as general manager in Mexico was announced at the weekend by Universal International Films.

Aboaf's film career dates back to 1923 when he started as an independent exhibitor in Italy. He joined Paramount in 1924 and in 1931 was named district supervisor for northern Italy.

In 1939 he went to Argentina for International Films, and in 1942 he added the distribution of Republic pictures to his activities. He was later named general manager for Republic in Argentina in 1945.

He joined Warner Brothers in Argentina in 1949 as general manager and in 1954 became affiliated with the U-I organization as special field representative for JARO pictures in Latin America.

Roxy Dividend

Roxy Theatre, Inc., declared a quarterly cash dividend of 37½ cents a share on outstanding preferred stock, payable March 1 to stockholders of record Feb. 15.

F. J. Carmody Cited At Awards Dinner Of Directors Guild

From THE DAILY Bureau

HOLLYWOOD, Jan. 29. – More than 1,000 motion picture, television, civic and official personalities tonight packed the Biltmore Bowl, Biltmore Hotel, for the Screen Directors Guild annual awards banquet at which the directors voted the best in the theatrical and television film fields were honored by guild members.

In addition, the guild honored Francis J. Carmody, motion picture editor of the "Washington Evening Star," who had been brought west to receive the tribute.

Guild president George Sidney presided and presented the Griffith Award.

Delmer L. Daves presented the Critics Award to Carmody.

Dick Powell presented the award for the best-directed television film.

Other presentations were made by Leo McCarey, Frank Borzage, Rouben Mamoulian, William A. Seiter and Frank Lloyd.

Minn. Proposes Tax On Billboard Ads

Special to THE DAILY

MINNEAPOLIS, Jan. 29.–A measure, now being considered by Minneapolis' city council, to place a dollar-per-square-foot tax on outdoor billboard advertising carries a serious threat to exhibitors in the area, according to Stanley Kane, executive council of North Central Allied.

The proposed levy, which would amount to about $300 on a 24-sheet board, would jeopardize the operation of all but a few specially positioned, premium-priced locations, thus closing off an effective advertising medium for motion pictures. In addition, Kane pointed out that a substantial part of parking lot revenues in downtown areas is derived from billboards. Elimination or curtailment of such parking lot revenue would mean increases in parking rates, Kane believes.

One billboard advertising executive, in emphasizing the gravity of such a tax, said that if the tax is passed, "we'd just have to shut up our shop . . . we'd be out of business."

Amend DST Bill

ALBANY, Jan. 29.–The Williamson bill, recommitted to Senate Judiciary Committee has been amended to make daylight saving time in New York State start the first Sunday of April, instead of the last Sunday in March. This would parallel it with the beginning of DST in Connecticut and New Jersey.

. . . NEWS ROUNDUP

Bette Davis in 'Record'

Rep. Lane (D.–Mass.) hai actress Bette Davis as having brou a "new dimension to this wonder world of entertainment." He inser in the "Congressional Record" lengthy article about Miss Davis Lawrence J. Quirk in the Deceml issue of "Films in Review." M Davis is a native of Massachuse and Lane said she showed the "abi and integrity of her native N England."

■

UTO Names Speakers

The United Theatre Owners Oklahoma convention slated for F 8 and 9 in the Skirvin Hotel, Ok homa City, will feature speeches Jack Jackson, who will talk on "Th tre Upkeep and Modernizatio David Cheatam of Pulaski, Te speaking on "Drive-in Theatre Ope tion," and a talk by Abe Beren of Gretna, La.

■

London Debut for 'Man'

"The Man Who Never Was," 20 Fox CinemaScope release starr Clifton Webb and Gloria Graha will be premiered in England at L don's Carlton Theatre on March Proceeds of the performance will to Britain's Navy League.

■

Concert for Orphans Due

Plans are developing for the be fit performance of the New Y Philharmonic Symphony Orchestra, be given for the Queens' Fund Greek Orphans, at Carnegie Hall Tuesday evening, Feb. 28. The Ph harmonic will be conducted at t time by Alex Sherman. Head of Queens' Fund is Mrs. Spyros P. Sk ras, wife of the president of 2 Century-Fox.

Lieser Not Releasin Independent Produ

BUFFALO, Jan. 29. – Lewis Lieser announces that he is not leasing any independent product. says there are two pictures to be posed of following the closing of Lieser Film Distributing Co., I exchange in the Film Building h and that his wife, Jeanette Lieser handling these from his residence til disposition is made. Lieser exp soon to announce a new connect in the industry.

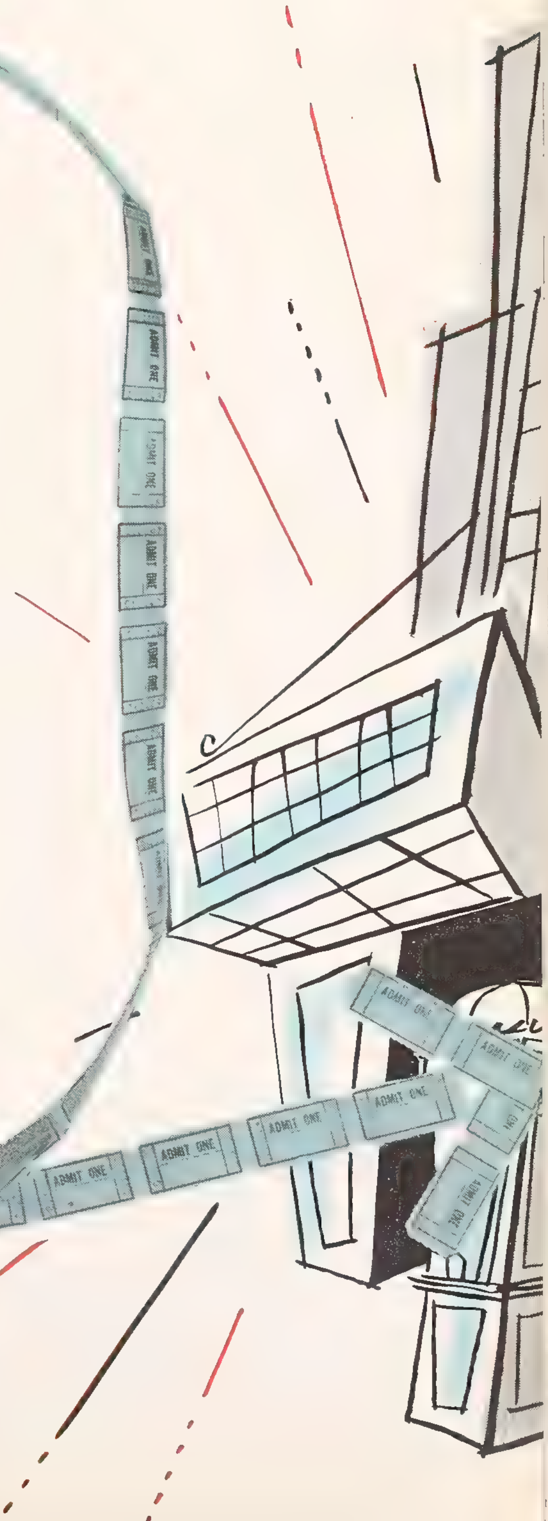
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

what picture

is Sol A. Schwartz
talking about
when he says:

Sol A. Schwartz
President,
R.K.O. Theatres

"...one of
the
entertainment
delights
of
this or
any
year!"



"picnic"

is the picture
Sol A. Schwartz
calls "One of the
entertainment
delights
of this
or any
year!"

COLUMBIA PICTURES presents

WILLIAM HOLDEN

IN

picnic

WITH

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

AND
CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH · Based upon the play "Picnic" by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN
Directed by JOSHUA LOGAN Produced by FRED KOHLMAR

CINEMASCOPE
TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

PRINTED IN U. S. A.

ARTB

(*Continued from page* 1)

ding film stars. The board said
it these programs amount to ad-
tising, and violate the Television
de's limit on the amount of time
ich should be devoted to adver-
ng on each program.

Several Films Shown

The board viewed several TV
ns containing promotional material
current motion pictures, either by
showing of actual scenes from
films or by interviews or other
terial featuring stars of the pro-
ctions. The board then issued a
tement declaring that while such
grams were reasonable during the
ly days of television, the situation
w has developed to the point where
se programs cannot be distin-
ished from straight advertising.

"The board," the statement said,
advising all subscribers to review
omotional films carefully, with
rticular reference to those portions
ich extol the virtues of specific
eases and which urge the public
see them at their theatres. This
advertising copy and should be
arged against the commercial time
ocation of the sponsor."

Producers, Distributors Invited

A move to admit producers and
tributors of films for TV to par-
ipation in adherence to the Tele-
ion Code was launched by the
ard at Friday's session. Admitting
t principal responsibility for pro-
m content still rests with the in-
idual station, the board stated that
purposes of the code in improv-
program content could be more
ectively accomplished with the co-
eration and participation of all pro-
cers and distributors of films for
broadcasting.

wo Join Para. Gulf taff in New Orleans

NEW ORLEANS, Jan. 29. – Cliff
lson, formerly of Atlanta, and
ing Paley have joined the Para-
unt-Gulf Theatre Corp., Henry G.
tt, president, announced today. He
d Wilson will serve as assistant
T. J. Howell, in charge of film
ying and booking, while Paley will
ist Maurice F. Barr, vice-president
charge of advertising and public
itions.

Wilson is the former film buyer
l booker for the ABC Theatrical
erprises in Atlanta. Prior to that
was the booker for the Martin
eatres.

Paley was formerly associated with
Item Co. here. While there he
s promotion director, later serving
special advertising and classified
vertising manager.

ate Lancaster for 3

HOLLYWOOD, Jan. 29. – Burt
ncaster will star in two pictures
Hal B. Wallis and one for Hecht-
ncaster Productions during 1956,
latter announced at the weekend.

Code Appeals Priority

(*Continued from page* 1)

as he sees it, in an interview on Friday here prior to his departure to Washington.

The MPAA president recalled that at one time many independent producers were members of the MPAA board of directors, the body which takes up Code appeals, a situation, he noted, which has changed. The new committee, he continued, will study whether the appeals machinery should be "made broader" and if made broader what elements of the industry should be included in the appeals body.

Mind 'Completely Open'

Asked if he thought exhibition and talent guilds should be included in any new appeals set-up, Johnston responded that he has a "completely open mind" on the question of what elements in the industry should be included.

Pointing out that the committee is a continuing one, Johnston said that the group "may want to look at the format" of the Code. The question of revisions, he went on, is "perfectly up to the committee," itself, pointing out there have been a number of changes of rules and regulations in the Code over the years. "We have no desire to look at the fundamental principles" of the Code, he continued, indicating his and the committee's acceptance of those principles.

Johnston maintained that the need to re-examine the appeals machinery of the Code has existed for a number of years and was recognized, but he blamed "lethargy" for not tackling the question sooner. He added, in response to a question, that it was not inherent in the formation of the committee that the Code needed revision, a question, he indicated, which will be decided by the committee as it continues its work. He also indicated that the committee will act as a sifting-body as well on all proposals on the Code and other problems of self-regulation.

Will Seek Japanese Pact

Turning to the foreign situation, Johnston said he would lay the ground-work for a new Japanese film agreement on his trip to Tokyo. He plans to leave in mid-February on a six-week world-girdling tour. The problems relating to frozen currencies will be taken up on his visits to the Philippines and Indonesia, as well as Japan. His itinerary includes a trip to Ceylon and India, from where he will depart for Europe, visiting Italy and France.

To Appeal Atlanta's 'Golden Arm' Ban

Special to THE DAILY

ATLANTA, Jan. 29.—Another court battle appears in the offing for Atlanta's motion picture censors, as the result of the Atlanta Library Board and film censor, Mrs. Christine Smith Gilliam turning thumbs down on the motion picture "The Man With the Golden Arm."

Informed of the ban placed on the picture, producer's representative George J. Schaefer of New York said the decision would be appealed to the courts. The film, being distributed by United Artists, was tentatively scheduled for February showing in Atlanta.

Schaefer added, "It is too early to know the exact course of action that will be taken," but he asserted that "every effort" would be made to show the picture in Atlanta.

The board's decision was unanimous.

Preminger to Appeal Ban on 'Arm' In Maryland, Atlanta, Milwaukee

Three actions by censors against "The Man with the Golden Arm," on Friday drew a reply from Otto Preminger, producer-director of the film, who announced that he will immediately institute legal proceedings to force the State of Maryland and the cities of Atlanta and Milwaukee to permit the showings of the United Artists film in exactly the same form as it is now being shown in New York and other major cities of the country.

Borgnine, Rainer at Brotherhood Dinner

Ernest Borgnine, star of Hecht & Lancaster's "Marty," and Luise Rainer will participate in the dramatic presentation at the Brotherhood Award dinner at the Waldorf-Astoria Hotel in New York tomorrow night.

The entertainment for the gathering of 1,000 amusement industry leaders will feature sequences from four films illustrating the objectives and principles of Brotherhood Week. Borgnine and Miss Rainer will present a narration underscoring the theme of each scene.

The motion picture program will comprise excerpts from 20th Century-Fox's "Gentlemen's Agreement," Paramount's "Going My Way," M-G-M's "The Good Earth" and United Artists "The Jackie Robinson Story."

Starts Organizing Cinemiracle Staff

Richard C. Pietchmann, Jr., will be chief of the sound department and Coleman T. Conroy will head the department of photography and optics of the newly-formed Louis de Rochemont Cinemiracle Productions, it was announced by the producer. Both were associated in the productions of "This Is Cinerama," the de Rochemont-produced "Cinerama Holiday" and the as-yet unreleased "Seven Wonders of the World."

James Goldstone has also been assigned as general casting director for the company.

Houston House May Issue 'Good Conduct' Cards to Teenagers

Special to THE DAILY

HOUSTON, Jan. 29.—The Delman Theatre here is weighing the idea of issuing reduced rate "teen cards" only to youngsters agreeing to sign a good behavior pledge while at the theatre, it was announced by manager Ernest Buffington. The plan was devised, Buffiington said, after an exploding firecracker caused near tragedy at a performance.

Situation Being Studied

The Delman, currently honoring Interstate "teen cards," now is being scrutinized, according to the manager, with the possibility that reduced rates would be rescinded if the teenagers' conduct had not improved. After that, the special good behavior pledge system would be invoked.

Theatre officials report that decorum at the Delman has greatly improved this month.

Legion Puts 2 in 'C,' Eight in 'B,' 14 in 'A'

"Letters from My Windmill" and "Adorable Creatures" (French) have been placed in Class "C," condemned, according to the latest report of the National Legion of Decency. In all, the report mentions 18 films which were listed in morally objectional categories of one form or another.

In Class "B," the Legion placed "Jedda," "Joe Macbeth," "Manfish," "Paris Follies of 1956," "Cash on Delivery," "Invasion of the Body Snatchers," "Picnic" and "Slightly Scarlet." Class "A," Section 2 includes "The Killer Is Loose," "The Night My Number Came Up," "Red Sundown," "Savage Princess," "The Scarlet Hour," "Timetable," "Miracle in the Rain" and "Postmark for Danger."

Morally acceptable for general patronage were "The Court Jester," "Forever Darling," "Glory," "Lease of Life" (British), "Come Next Spring" and "World in My Corner."

Reservations Exceed 500 for FJP Affair

More than 500 reservations have been received for the Mark of Achievements luncheon of the amusement industry division of the Federation of Jewish Philanthropies to be held tomorrow at the Hotel Sheraton-Astor, it is reported by Harry Brandt, luncheon chairman.

Steve Allen Emcee

Steve Allen, star of Universal-International's "The Benny Goodman Story" and the NBC network television show "Tonight," will be the emcee of the luncheon at which Mark of Achievement Awards will be made to exhibitor Samuel Rinzler, television producer Louis G. Cowan, actress Kim Novak, director Elia Kazan, actor Paul Muni, comedian Phil Silvers and television writer Paddy Chayefsky.

PEOPLE

Leon Roth, United Artists West Coast publicity coordinator, has accepted the post of West Coast publicity chairman of the 1956 Brotherhood Week Drive.

◆

Bert Herbert, formerly with the firm of Benton & Bowles, has been named to the CBS Television Film Sales staff as assistant to the sales promotion manager, **Eugene Moss.**

◆

Adolph A. Katz, Dumont Laboratories, has been promoted to the post of traffic manager. He succeeds **Kenneth Kistler**, who died suddenly last month.

◆

Bill Coffman, sponsor of the East-West football games, was presented the Variety Club's Great Heart Award by **George Hoover,** International Chief Barker, at an installation dinner in San Francisco. The affair was attended by 200 guests.

Stifle Named Section Chief of SMPTE

At its first meeting of the year the board of governors of the Society of Motion Picture and Television Engineers appointed Ethan M. Stifle, of Eastman Kodak, sections vice-president for 1956-57. Stifle will be the first to hold this office, recently created by amendment to the Society's constitution.

Dr. John G. Frayne, president of the Society, stated that "with Society membership increasing by about 15 per cent annually we believe it necessary to have someone to coordinate the many activities of our local sections."

Has Seven Section Groups

He added that the Society now has seven section groups and two student chapters, and indications are that there is a need and desire for more.

Stifle is East Coast division manager of the motion picture film department of Eastman Kodak, with offices in New York.

A training program to improve the quality of projectionist performance in theaters throughout the United States also was discussed by the board.

Essoldo Adds Two East London Houses

From THE DAILY Bureau

LONDON, Jan. 25.—Sol Sheckman, chairman of Essoldo, has bought two more large freehold cinemas in London's East End. Combined seating capacity of the houses is 2,981.

Purchase price exceeds £100,000 ($280,000). The acquisition brings the Sheckman circuit to 189 houses.

Senate SBC Hearings

(*Continued from page 1*)

Owners Association and other exhibitor groups were scheduled to testify at the hearings with government and distribution representatives to be heard later. The SSBC sub-committee will announce a new hearing date as soon as possible, it was stated.

Allied States general counsel and board chairman Abram F. Myers said that the sub-committee had assured him that the postponement did not indicate any lessening of interest on the part of the sub-committee in exhibition's problems, and that the hearings would eventually go forward on exactly the same basis as originally planned. Sen. Humphrey and the sub-committee expressed deep regret that the postponement has become necessary, Myers said.

Extra Time Helps

The postponement of the hearings enables TOA to have more time to prepare its testimony for the hearing before the SSBC, to be based on a compilation of answers to questions asked in a survey of that group's membership. It was pointed out also that since a new date for the hearings might be set late in February, it might cause some sort of a conflict with the TOA mid-winter board meeting, which will take place at the Hotel Roosevelt, March 4-6, in New Orleans.

It was learned from TOA headquarters in New York that another exhibitor official may be named by president Myron N. Blank to succeed Al Forman of Portland, Ore., on the TOA committee. The other two members of the TOA committee are George Kerasotes, of Springfield, Ill., and Richard Kennedy, of Birmingham, Ala.

Poses Lux Question

The putting off of the SSBC hearings also raises the question as to whether or not Elmer Lux of Buffalo, who is to be considered for the TOA executive director post, would meet with TOA executives here next week. It was reported here last week that a joint TOA-Allied committee had scheduled a meeting with the Department of Justice concerning their proposals to have the government allow divorced circuits to enter film production.

Lichtman

(*Continued from page 1*)

tee on arbitration, said here at the weekend.

Lichtman, asked whether he thought the issue dead, replied in the negative, although expressing his disappointment at the turn of events, referring to Theatre Owners of America's "temporary" withdrawal of its approval of the arbitration draft.

He said that the distributors negotiating committee on arbitration had met on Friday, but had not finalized a public statement on its position. He saw such a statement being issued early this week.

Italian President Due At 'Conqueror' Debut

ROME, Jan. 29.—More than 2,500 notables, led by Italian President Giovanni Gronchi, will attend tomorrow night's charity premiere of Howard Hughes' "The Conqueror" at this city's Sistina Palace.

John Wayne will appear in person at the premiere.

Over the weekend, the CinemaScope-Technicolor production had charity-sponsored premieres in Tokyo and Berlin.

Small Buys Rights To 'Prosecution'

Edward Small has purchased the screen rights to the stage play, "Witness for the Prosecution," from Gilbert Miller for an undisclosed sum said to be in the six-figure bracket.

The play by Agatha Christie will be made by Small for United Artists' release this summer in London with Arthur Hornblow, Jr. producer.

Carolina Convention

(*Continued from page 1*)

tary, said at least 400 persons are expected for the three-day meeting which began here today.

TOA president Myron Blank, general counsel Herman Levy, field representative George Gaughan, Columbia Pictures vice-president and sales manager A. Montague will head the list of speakers.

A closed session at which reports will be heard, resolutions adopted and new officers elected, is scheduled for tomorrow afternoon. Subjects to be discussed at this meeting included conciliation, legislative programs, drive-in theatres insurance and public relations.

The annual banquet at which Miss Film Row of 1956 will be elected will be held tomorrow night at Hotel Charlotte where all sessions are being held.

A special screening of Lillian Roth's autobiography, "I'll Cry Tomorrow" is set for 9:30 a.m. Tuesday at the Carolina Theatre.

Film History of WB To British Institute

BURBANK, Jan. 29.—At the request of the British Film Institute, Jack L. Warner, executive producer, has completed recording on WarnerColor film a brief survey on the history of the Warner Bros. organization and a message to the Institute and its membership.

This will be part of the Film Institute program that will pay tribute to the Warner organization for pioneering in the field of motion picture production. It will be held at the National Film Theatre, London, throughout February.

Minn. House Adopts 1-Cent Sale Idea

Special to THE DAILY

MORGAN, Minn., Jan. 29.—The on cent sale extended itself from t grocery to the motion picture theat here when manager Clarence Mor of the Morgan Theatre announc that one adult admission plus a pen buys two tickets to the house.

Grainger

(*Continued from page 1*)

set and advice in production w emphasis on sales and promotio potential of story properties bef production."

Among exhibitors associated w Grainger in the new enterprise Harry C. Arthur, Jr.; Julius Gord Michael Naify, George Mann, Rob Lippert, Edwin Silverman, Joseph Seider and Marco Wolf.

O'Melveney & Meyers is cour for the company, which Grain will administer from the Beverly-V shire Hotel until permanent offi are ready for occupancy.

National Theatres

(*Continued from page 1*)

"Yes" and 46 said "No," and fact that 84 per cent of those qu tioned visit movies regularly is a healthy sign, NT reported.

When asked if they attend *m* or *less* often, 594 responded "m often," while 263 said "less." In effort to find out "why," the reas listed were mostly "Night Work" "School Homework." Other reas for "less" attendance were Money," "Married," "Children." surprisingly low number listed "T vision." Only 15 persons stated " Movies."

When asked the type of pict preferred the great majority lis "musicals," with "comedy" a c second. This reveals that this gr wants lighter entertainment than present market offers. "Wester received the lowest preference, e in the small situations.

Answering the question as to w motivated their attendance, newspers were the reason of 84 per c the survey indicated.

Second to newspapers were t ers, with 43 per cent of those q tioned stating this as a factor m vating attendance. This fact more predominate in the small to due no doubt to limited newsp coverage. *Important to all the managers was the high rating g to telephones as the respond source of "What's Playing?"*

'Patterns' Stars on Ai

A 10-day promotion tour by four stars in United Artists' " terns" will place Van Heflin, Eve Sloane, Ed Begley and Beat Straight in individual appearance a total of 17 TV shows and 11 r appearances in coming weeks. " terns" is due for release in Ma

A LITTLE SHOWMANSHIP
CAN SCARE UP A BIG CROWD!

And a lot of SHOWMANSHIP keeps 'em coming back again and again. So whoop it up! Kick up a row! Bust out about your Coming Attractions and keep a Three Ring Circus of *shoutin'* SHOWMANSHIP going night and day... for *ALL* your shows! That's the way to make 1956 a *booming* Boxoffice year!

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The most luxurious way to Los Angeles!

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World's fastest airliners! Two non stop flights daily: leave 10 a.m.—arrive 3:45 p.m., or leave 12 noon—arrive 5:45 p.m. Personalized luxury service with delicious meals, choice of cocktails and club-like lounge. On arrival, extra-fast luggage delivery—another United exclusive.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

;potlighting the News

n Principle

Seems like the closest the Reds an come to permitting anything ıvolving the rest of the world to e done is only "in principle." 'hat's the way they have agreed) NBC's proposal for a color film f life in USSR. Davidson Taylor, JBC public affairs vice-president, ays Robert D. Graff has been amed producer and is en route to :ussia for exploratory talks. Pat Veaver started it with a request o Kruschev. In principal, any-/ay, we are "from Missouri" and ave to be shown.

'his Week

▸ The directors of the National \ssociation of Radio and Television Broadcasters this week will ıe holding their semi-annual meetng, Wednesday through Friday, ıt the San Marco Hotel, Chandler, \rizona. The most important non-ıartisan subject on the agenda is he 1956 convention in Chicago \pril 15-19.

D. of J. Looks

▸ The Department of Justice is ıot quite as happy about the recent RCA-NBC purchase of the Westnghouse Philadelphia TV station WPTZ, and radio station KYW, ıs is the FCC, apparently. The atter approved the deal whereby NBC gave Westinghouse its Cleveand station and $3,000,000. The Anti-Trust unit, however, is dipping into reported pressure on Westinghouse to push the deal. NBC plans to change the call letters to WRCV and WRCV-TV, effective Feb. 13.

"Matty"

▸ The story of "Matty" himself could probably make as fascinating (and controversial) a drama as any of the celluloid stuff with which he has been concerned over the years. "Matty" is, of course, Matthew Fox, presently president of C & C Television Corporation, recently a member of the United Artists management group and before that an executive vice-president of Universal Pictures. At one point his interests even extended into Indonesia. Currently he is busy merchandising that RKO film library for which he is holding a simple, three-month "open-house" at Atlantic City's Hotel Shebourne. Last week came word that one of Matty's favorite and most successful selling arrangements was being scrutinized by the Station Representatives Association, and not very kindly. They are objecting to his bartering film product to TV stations in return for free air time which he in turn sells to national advertisers. The SRA is reported to feel that since Matty doesn't pay for that time, he is in a position to sell it for less than the going rate. His ownership of about $15,000,000 worth of such time, incidentally, was of special importance when he bought into C & C Super Corporation, the softdrink parent of C & C TV.

Films Flourish

▶ New impetus to the utilization of feature films as important adjuncts to the programming schedules of important stations came last week with word that WCBS-TV, flagship station in New York, had purchased 55 feature films not hitherto shown on home tubes. The Early Show and The Late Show were to get the product, composed of three different packages: from Hollywood Television Service (Republic), National Telefilm Associates and M. & A. Alexander. Important star names are included in the list.

Quality the Key

▶ There is perhaps an obvious quality, but at the same time an unquestioned significance and importance in the observation of Reub Kaufman, Guild Films president that the "key to TV time is the quality of the show." He was addressing a sales meeting in New York, and cited last year's "wild scramble of dumping." It's a tightly competitive market, he said. He and Aaron Katz, treasurer, are off to Europe for production talks.

Activity at AAP

▶ Within the next several weeks some important product announcements should be forthcoming from Associated Artists Productions. Norman Katz, vice-president in charge of distribution, currently is on the West Coast where, according to a local report, he will close several deals that have been in process of negotiation over a period of months. From Hollywood he takes off for Mexico City, not for play, however, but to set up AAP's Latin American division.

CBS Film Addition

▶ CBS Television Film Sales, which recently announced that production would start February 15 on its new "The Legionnaire" series, has a second new property for 1956. It's "Under the Sun" and, as the all-inclusive title might hint, it's a newly packaged film series selected from the "Omnibus" library. The show, with William Saroyan as host and commentator, will be available to stations and sponsors February 15. All of the film, with the exception of the Saroyan appearances, was shown originally during the past three and a half years on "Omnibus." However, Leslie Harris, vice-president and general manager of the television film company, estimates that the material will be new to approximately 85 per cent of the present national audience because of the huge growth of the audience since "Omnibus" started.

Precedent

▶ There is precedent and probable public pleasure in the announcement that CBS Television has

(*Continued on page 12*)

In Our View

THE interrelation of the two great modern miracle media, television and the motion picture, becomes the more pronounced in the day-to-day operations of both fields. That one can, and increasingly does, function in such fashion as to assist the other, albeit unconsciously and sometimes unwillingly, is becoming more and more apparent as time goes by.

We have before us an interesting case in point, that of the charming, clever and effervescent Lucille Ball. The versatile comedienne scored soundly on the theatrical motion picture screen originally. Then she emerged, with husband Desi Arnaz, into a top-ranking television star, whose record of seven "bests" in the "Television Today"—"Motion Picture Daily" poll of editors for "Fame" from 1951 through 1955, indicated a striking degree of "staying power" and high quality in the new and exacting medium. She was most assuredly of the "elite" among TV talent in all of these developing years of the medium. Now again Miss Ball turns, for the moment, to the theatrical motion picture, and the success of her career in TV cannot but benefit that undertaking, while the picture must without question render an assist to the star in her television show.

Likewise of interest and a degree of significance is the plan of 20th Century-Fox Film to release, to British theatres, its 45-minute filmed TV versions of its past hits as made for the General Electric Hour on American television. Warners in Britain followed the same tack, indicating that if British exhibitors want the films made by Warners for American TV they may have them.

Just as it is unquestionably true that all folks like to stay home sometimes, and go out sometimes, so in the case of television and the motion picture, one hand washes the other, and—as we have said before—there is ample room for both in the entertainment firmament.

—*Charles S. Aaronson*

The Show-Makers

__Bette Davis__ will make her first appearance on TV in General Electric's "The 20th Century-Fox Hour," Wednesday, February 8, via CBS-TV at 10 P.M., EST. Co-starring with her in a dramatic vignette, "Crack-up" will be her husband, __Gary Merrill__. Director is __Ted Post__.

◆

__David Niven__ co-stars with his wife, __Tanya Borgh__ in "Safe Keeping" on "Four Star Playhouse," Thursday, February 9, on CBS-TV from 9:30 to 10 P.M., EST. Featured in the cast are __Herb Vigran, Jan Arvan, Ivan Triesault and Norbert Schiller__. "Safe Keeping" was written by __George and Gertrude Pass__. __Roy Kellino__ directs.

◆

__Joe E. Brown__ will be master of ceremonies and also do a comedy routine on "Stage Show," Saturday, February 4, on CBS-TV from 8 to 8:30 P.M., EST. Singer __Elvis Presley__ will make a return appearance and __Tippy and Cobina__, comedy chimpanzee act, also will be featured. __Jack Philbin__ is executive producer of "Stage Show," __Al Span__ produces and __Frank Satenstein__ directs.

◆

"Deadlock," an adventure melodrama, stars __Rita Gam, John Baragrey, John Carradine__ and __Torin Thatcher__ on "Front Row Center," Sunday, February 5, at 4 P.M., EST, on CBS-TV. __Robert Sterling__ 's master of ceremonies of "Front Row Center." __Edgar Peterson__ produces and __Ralph Nelson__ directs.

◆

Motion picture producer __Lester Cowan__ and composer __Ann Ronell__ have been signed by NBC to create and produce a number of color television spectaculars, __Thomas A. McAvity__, vice-president in charge of the NBC-TV network, has announced.

◆

__MacDonald Carey, Fay Wray__ and __Johnny Washbrook__ star in "The 20th Century-Fox Hour" production of "In Times Like These," Wednesday, February 22 at 10 P.M., EST, on CBS-TV. The story has been adapted by __Harry Segall__ from the book, "Happy Land" by __MacKinlay Kantor__.

◆

__Ida Lupino__ will star in "The Listener" on "Singer Four Star Playhouse," Thursday, February 2 at 9:30 P.M., EST, over CBS-TV. The piece was written for television by __Frank L. Moss__ from a story by __Cornell Woolrich__. __Roy Kellino__ directed.

◆

"The Legionnaire," adult adventure series of the men who have joined the French Foreign Legion, with __Merle Oberon__ as star, will go into production in England for CBS-TV film sales February 15. __Tony Bartley__ will produce. The series will be written by a six-man team composed of __Paul Monash, Max Ehrlich, Carey Wilber, Jeffrey Kirk, George Kirgo__ and __David Rayfield__.

◆

__John Kerr__ and __Cliff Robertson__ will star in "A Fair Shake" at 10 P.M., EST, Wednesday, February 1, on the United States Steel Hour. Written by __Caleb Gray__, "A Fair Shake" will be directed by __Daniel Petrie__.

◆

"The Inner Light," starring __George Brent and Benson Fong__, will be offered Friday, February 3, at 8:30 P.M., EST, over ABC-TV. The cast includes __Marya Marco and Judy Dan__. The teleplay was written by __George Bruce__ and directed by __George Waggner__.

◆

__Will Rogers, Jr.__ will star in "On a Dark Night" on "Schlitz Playhouse of Stars" Friday, February 17, at 9:30 P.M., EST. Rogers recently signed an exclusive CBS-TV contract. Included in the cast are __Tina Carver, Jack Lambert__ and __Gordon Jones__.

A DEEP BOW

One way to check on how closely a publication is read might be to include a single error in a lengthy report. One such error (in agency credit) occurred inadvertently in the January 9 issue of "Television Today" which had the results of the seventh annual poll of the nation's TV editors, conducted by "Television Today" for "Fame" Magazine. The following letter is published by way of correction, and in explanation of the related facts.

To the Editor:

We note in your January 9 issue that you have named "Grand Ole Opry" as the Best Country Music Show, and have credited Guild, Bascom & Bonfigli as the agency. The Gardner agency is the correct agency, as Guild, Bascom & Bonfigli handles Ralston cereals and Ry-Krisp only, and the program they are responsible for is "Ethel & Albert." We know you will want to correct this error.

In closing, we would like to compliment you on the fine job you are doing in covering the motion picture and television trades.
—CHARLES E. CLAGGETT, President, Gardner Advertising Company, St. Louis, Mo.

TELEVISION IN BRITAIN

LONDON: Sixty per cent of the potential TV audience are viewing I.T.A. compared with forty per cent for the B.B.C. That is the claim of Sir Kenneth Clark, chairman of I.T.A.

Admitting that there had been a recession following the first rush of advertising for commercial TV, Sir Kenneth added: "I am perfectly convinced that it is only a passing phase. As soon as tests which advertisers are now pursuing are finished advertising will come back. We can truly say that things have turned out a little better than most people expected. There is no doubt that the contractors have captured the viewing public."

THERE is to be an extensive exchange of programmes—presaging the building up of a national network—between London and the Midlands when the I.T.A. network opens in Birmingham soon. Roughly half the Midlands programmes will be identical with those in London. Similar exchanges are expected when the Manchester transmitter goes on the air in May. In addition to using the popular London programmes, ABC plans many programmes of local interest.

—WILLIAM PAY

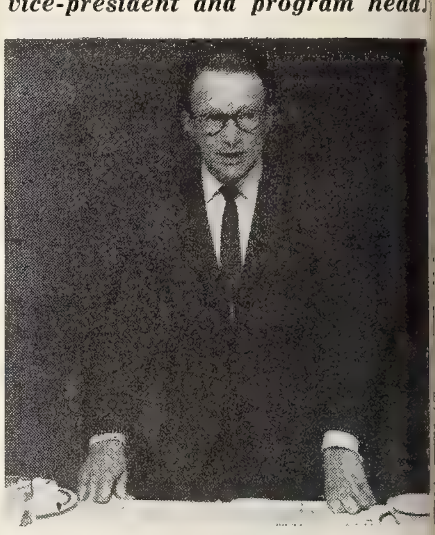
CHICAGO

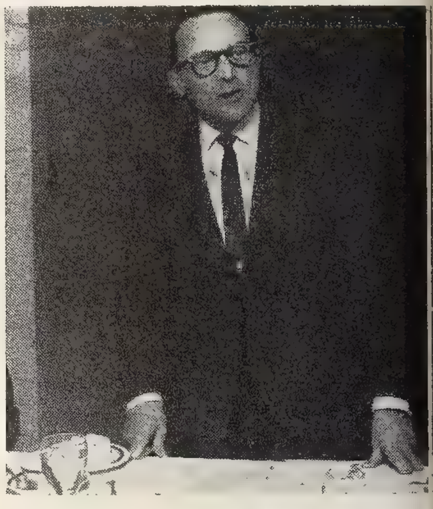
CHICAGO: WGN-TV, the *Tribune's* television station owned and operated by WGN, Inc., started telecasting with maximum power from the highest tower in Chicago last week, when the station's new 12-bay antenna system and 50,000-watt transmitting plant went into full time operation. The 73-foot antenna is higher than any other structure on the Chicago skyline, extending 914 feet above ground level. Frank P. Schreiber, vice-president and general manager of WGN, Inc., declared at the opening ceremony the new equipment will almost triple the station's effective radiated power from 120,000 to 316,000 watts, the maximum power authorized by the FCC for very high frequency stations operating above Channel 6. Adjacent to the transmitter room on the 40th floor, WGN-TV also has built a projection studio for the transmission of motion pictures and a small studio for the production of live programs. The new transmitter cost $300,000.

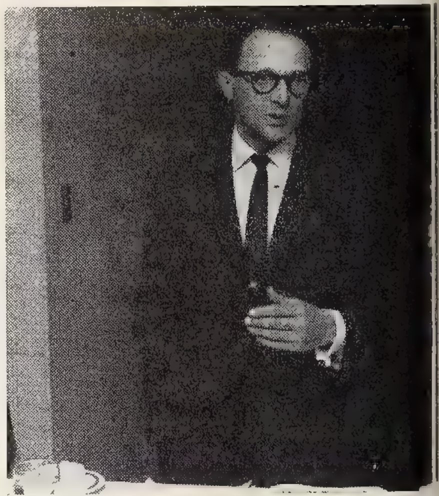
LEONARD GOLDENSON, president, and other ABC network heads visited Chicago last week to inspect new locations for WBKB Studios. While no decision was reached, there are several sites under consideration, including the original quarters of the station in North State Street, which WBBM-TV is about to vacate.

STRESS TODAY ON FILM, SAY ABC's LEWINE

A little emphasis on film. T man below is in charge of film pr graming for ABC, and Thursday told the National Television Fi Council what the medium means him, to his network and to te vision. He is Robert F. Lewi vice-president and program head


"Film has freed us from four walls. has meant talent and power."


"We have learned films on TV ha remarkable holding power. When view tune into a movie, they stay tuned."


TV To

"TV had no infancy and no childhoo It has reached adulthood overnight. have heard thousands of speeches a predictions. I make none. Everything have today might be as obsolete as t buggy whip if sensitized tape shou come tomorrow morning." *F.E.*

TV IS DRAPING ITS TOGA TO WRAP UP ELECTION COVERAGE

VINCENT CANBY

A cynical reporter at the height of the 1952 election campaign was ard to comment that either political party, with the aid of television's markable abilities to combine fact with fiction, could have nominated d elected Ramses III if it had so desired.

The point of view was not unAmerican. It was simply a realization of e tremendous role which television had come so quickly to play in our tional politics. And, if the reporter thought 1952 was something, he ay well be struck completely dumb by 1956. TV cameras and their rest- ss crews will be everywhere, probing, pondering, predicting and ulti- ately and most importantly, reporting.

Television already has wrought number of changes on the politi- l scene. It has fostered the de- lopment of highly skilled politi- l advertising which can equate candidate to a tube of toothpaste. has raised questions about qual time" which may have to resolved by no less a force than ongress. It even has created a inor boom in the manufacture blue shirts. It has changed the rection and scope of election mpaigns and may, because of he requirements of showmanship, mit the running time of the con- ntions as well as the amount of tive son hot-air. There's no such ing as a captive audience outside Cow Palace.

◆ ◆

Last week executives of the three ajor television and radio net- orks were huddling in their re- pective cubicles mapping strategy, earranging programming and set- ng budgets which by mid-October robably will be only fond mem- ies of what-might-have-been.

Lurking in the background was he spectre of a figure, a dollar gure estimated variously at $4,000,000 and $6,000,000, the amount f money by which the three net- orks went into the hole in their onvention and election campaign overage in 1952. This kind of ublic service can be sheer, fiscal madness.

Last week two of the three net- orks announced their convention- ampaign-election strategy, including omnibus sponsorship. The orces at NBC, however, were strangely quiet, not necessarily a ign of indecision on its public ervice front (which this year will nclude color coverage) but a reliable sign that it still has no sponsor.

◆ ◆

The Philco Corporation, which he trade earlier had expected to oot the bill for the NBC political ackage, announced Wednesday hat it had instead taken the American Broadcasting Company's adio-TV coverage to the tune of bout $4,000,000. As early as last uly CBS signed up Westinghouse including Betty Furness) for ponsorship of comparable cover- ge at a figure of $5,000,000.

At this point nobody can estimate just what the total network "loss" figure will be, although it's a cinch that it won't be less than in 1952. Not only have all costs gone up, but, since the Democrats will be meeting in Chicago and the Republicans in San Francisco, there'll be no chance to cut costs in duplication of facilities, as was the case in 1952 with the two Chicago meetings, both held at the International Ampitheatre.

ABC's coverage for Philco is planned by John Daly, vice-president in charge of news, special events and public affairs. His "team" runs a fairly wide range in personality and point of view—Quincy Howe, George Sokolsky, Edwin D. Canham (*Christian Science Monitor editor*), John MacVane, Martin Agronsky, and others.

Before the opening of the convention in Chicago August 13, ABC will be offering two pre-convention programs, "Chicago, Conventon City" August 11, and "These Are the Men," August 12. Corresponding shows before the start of the Republican meeting in San Francisco will be arranged for August 18 and 19.

◆ ◆

Under the guidance of John F. Day, director of CBS News, CBS is putting into the field the last week of February a special 12-man, roving television and radio team, designated as the CBS News Campaign Cavalcade. The team, which will consist on a rotating basis of two top CBS newsmen, plus cameramen, reporters and technicians, will cover important primaries, look in on possible "dark horses" and in general attempt to cover the political picture as it comes into focus.

The Philco-CBS coverage comprises special programs the day before each convention opens, full convention broadcasts, weekly progress report broadcasts in the eight-week period between convention and election, as well as election night coverage.

Describing the purpose of CBS' high-flying, 12-man team, Mr. Day said last week: "We are not going to be satisfied with the traditional 'newsreel' concept of covering politics, and by this I mean sticking a camera into the candidate's face, hanging a microphone around his neck, and letting him talk and talk. . . . we're going to go deep into this campaign scramble and come up with stories that are accurate, exciting and meaningful."

Still unresolved is one of the potentially most interesting—and explosive—aspects of the coming political campaign, that is, the question of whether or not any network would take an editorial stand in the course of the campaign. It seems unlikely, but it's an academic possibility that could make for an even livelier year than already seems inevitable.

This McCleery Builds Stack Of Statistics

HOLLYWOOD: When Mack Sennett and the late D. W. Griffith and Thomas H. Ince formed Triangle Pictures 40-odd years ago with the announced intention of producing one Sennett comedy, one Griffith feature and one Ince feature per week, everybody in the producing world of the era said they couldn't maintain that rate of production, and everybody was right. They didn't.

Nearly everybody in the producing world of this era said the same or a similar thing last Summer when NBC announced the intention of Albert McCleery to produce five hour-long live television productions per week the year around, but they were wrong. As of January 20, some 58 performances after the premiere telecast of his Matinee Theatre, the show was riding a rising curve of success and had piled up this stack of statistics:

Camera hours: 541; Players: 562; Rehearsal time: 17,366 hours; Staff: 250; 120,000 hours; Story purchases: 128; Mail response: 3,153 (N. Y., L. A.); Participating sponsors: 10; Participations sold: 66 2/3%.

Statistics as staggering as these would have daunted Sennett, Griffith and Ince in their time. No producing company in Hollywood history has produced 260 features in its best year. Mr. McCleery has proved it could have been done. In view of the product shortage prevailing in the theatre field, and considering the quality of the McCleery productions, TV figures to find itself pressed for inducements to keep major Hollywood studios from stealing him away from television.

—*WILLIAM R. WEAVER.*

Who's Where

PIERRE MARQUIS, formerly research director of MCA-TV, has been appointed director of sales development for Screen Gems, **JOHN H. MITCHELL**, vice-president in charge of sales, announced. Mr. Mitchell also announced that **JOHN N. MANSON**, formerly executive vice-president of Noble Advertising Company in Mexico City, has been named manager of Latin American sales for Screen Gems. He will open headquarters in Mexico City immediately.

WILLIAM D. RUSSELL, motion picture and TV director, will join CBS Television as a director-producer, effective February 1, it is announced by **AL SCALPONE**, CBS-TV vice-president in charge of network programs-Hollywood.

Plans for heavy emphasis on local news and public service programs have been announced by **CHARLES C. BEVIS, JR.**, general manager of WBUF-TV, Buffalo's NBC-owned station, with the appointment of veteran reporter-commentator **JACK L. BEGON** to the post of director of News, Special Events and Community Relations.

WALTER BLAKE, film coordinator for CBS-TV, has resigned to join the Associates and Aldrich Company as associate producer on "Fragile Fox" for United Artists release. He will also develop the company's TV film department.

VINCENT MELZAC has been named assistant to the president of Television Programs of America, Inc., **MILTON A. GORDON**, TPA president, has announced. He will work with both Mr. Gordon and **MICHAEL M. SILLERMAN**, TPA executive vice-president, on sales and market analysis.

CHARLES R. DENNY, vice-president of NBC-Owned Stations and NBC Spot Sales, has announced the appointment of **STAN LEE BROZA**, former WPTZ program manager under Westinghouse Broadcasting Company, to the post of program director of both WPTZ and KYW, and **ALEXANDER W. DANNENBAUM, JR.**, former WPTZ commercial manager, as assistant general manager of both radio and TV.

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Passing in Review

MAX LIEBMAN PRESENTED something called "Paris in the Springtime" on NBC-TV Saturday (January 21) to get the week off to an unspectacular start. An original book musical with roots back in the days when Paris was spelled Paree, the show as not half as bad as the lay critics would have one believe. Dan Dailey, Helen Gallagher and Jack Whiting were the thorough professionals who contributed their considerable talents to the production.

Sunday (January 22) was extremely busy. CBS-TV's Camera Three got things rolling early with its interesting adaptation of Dostoyevsky's "The Dream of a Ridiculous Man"—making the show's network debut. NBC-TV's Wide Wide World had to spark its "Portrait of an American Winter" with guest shots by Helen Hayes and Tennessee Williams, who, as live phenomena, were competing with such a natural wonder as Niagara Falls frozen almost stiff as a board.

The same afternoon CBS-TV's Omnibus also touched on winter, particularly in the very effective presentation of part two of Arne Sucksdorff's "The Great Adventure," which appears to be a work of art no matter what the screen size. Later in the evening things disintegrated completely on CBS-TV: Alfred Hitchcock presented a wry theory on the Lizzie Borden case, the idea of which was about 1000 per cent better than its dramatic execution; and some characters on Appointment with Adventure wrestled the Reds in East Berlin—vintage plotting.

"A Public Figure," Harry W. Junkin's drama for CBS-TV's Studio One Monday night, was another example of the idea being better than the finished script. In telling of a man who is attacked by an exposé magazine, Mr. Junkin created an unusually original situation. The trouble came in the melodramatic resolution. Shepperd Strudwick, however, was fine as the peculiar publisher. Fine performances by Glenda Farrell, Anthony Perkins, Ann Thomas, Loretta Leversee and Dennis Patrick marked "Home Is the Hero," Walter Macken's unappealing Irish drama presented by NBC-TV's Kraft Theatre Wednesday. Also in the week:

DECEMBER BRIDE, CBS-TV, ½ Hour, 9:30 P.M., EST, Monday, January 23, 1956. Film. For Instant Maxwell House Coffee.

The continued popularity of this series seems well deserved according to last week's spot check. Star Spring Byington shows her professional experience, if not her age, in leading the nonsense in a manner that is always appealing and never strident. Her writers, of course, deserve a large share of the credit. The situations are fairly predictable but the dialogue often has genuine sarcastic sparkle which in situation comedy can pass for high wit. Adding a good deal of dash to last week's episode was Rudy Vallee, playing himself as something of an egotistic boob, who participates in a publicity campaign for Miss Byington's favorite charity. On hand, contributing good comic support, were Verna Felton and Harry Morgan. Frederick de Cordova is producer for Desilu Productions.

CONVERSATION WITH SEAN O'CASEY, NBC-TV, ½ Hour, 2 P.M., EST, Sunday, January 22, 1956. Film. Sustaining.

Any interview with Sean O'-Casey is better than no interview with Sean O'Casey. That seems the best way to sum up this chapter in the NBC Television series of Conversations with the Elder Wise Men. The Irish dramatist is a huge, tumultuous subject to tackle in any half-hour interview, so, by its very form, this particular chapter may have been bound to seem a little disappointing. After spending too much time in setting the scene—Mr. O'Casey's home in Devon, England—interviewer Robert Emmett Ginna, Jr., finally got down to the business at hand, but without enough time to explore any topic more than briefly. Mr. O'Casey nevertheless came across with more vitality and wisdom than is sometimes seen in an entire month of television.

CHOOSE UP SIDES. NBC-TV, ½ Hour, 12 Noon, EST., Saturday, January 21, 1956. Live, from New York. Not sponsored.

A new program, now only a couple of weeks old, this Mark Goodson-Bill Todman show for youngsters appears to have what it takes to be successful of its type. The format, with Gene Rayburn as a genial and engaging star-host, provides trick and stunt competition between teams known as Space Pilots and Bronco Busters. The contestants range from 9 to 12 years, the stunts are amusing and not embarrassing and beaten contestants are given chance for a comeback, and consolation prizes. Rogers Peterson and Tommy Tompkins are "team captains." Looks like a good bet for sponsorship.

EYE ON NEW YORK, CBS-TV, New York, ½ Hour, 11 A.M., EST., Sunday, January 22, 1956. Live, from New York. Not sponsored.

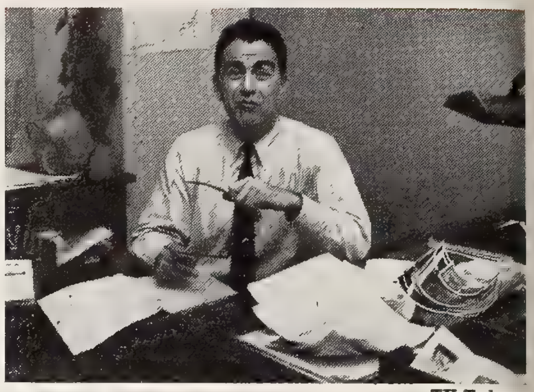
The idea of a weekly television report on what's going on, now and then, hither and yon, in the mammoth metropolis which is New York is basically a good one, but this initial subject indicates the need for very careful judgment in selecting subject matter and treatment. Bill Leonard is star and producer, with direction by Lewis Freedman. The show is under the supervision of the WCBS-TV Public Affairs Department. For his first, Leonard interviewed a stock broker, in re the Ford issue, and James F. Walsh, managing director, in re the new Coliseum. In both cases the camera spent too much time on the men interviewed, as they stood quietly answering questions. The main sequence concerned Broadway, 150 miles of it from north of Albany to the Battery, but the camera, wandering south, could have been more sharply used to keep the journey more lively and more interesting. The good idea needs a bit more study.

SPORTSARAMA, WABD-TV, New York, 1 Hour, 8 P.M., EST., Monday, January 23, 1956. Varied sponsors.

The sports fans in this nation are legion, and here is an excellent format designed to attract at least a reasonable segment of that group, and to leave most of them with a desire to come back for more. With Marty Glickman, top flight sportscaster as host (for the moment off at the Winter Olympics) the show presents a series of film clips, picturing historic participants and events, sports-wise. This first hour offered such as Helen Wills Moody, tennis ace; a McLarnin-Ross fight, girl golfers in championship action, and other bits and pieces of sports nostalgia. Commentary might be improved, but Glickman can do it, probably. Betty Freedman is producer and H. Wesley Kenny the director. It's the kind of show that makes for convenient commercial-insertion.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

MIKE FOSTER CITES HIS CREDO



TV Today

THIS is "Mike" Foster, who today sits at a desk in American Broadcasting which very shortly probably will be as busy as this one (his old CBS desk). Mike sits today as a vice-president, handling press information, advertising and public relations. The picture above is from his last hectic days at CBS, where he managed press relations for television. Speaking of that medium (of course) Mike says the way is made easy now because, as the saying goes, television has come of age, and is a legitimate public topic. It is integrated into the life of the nation, and all he feels is necessary is to get the news (of which there is plenty) to the editors in the best form, and with honesty. Mike has the credo: tell the truth, be reliable, get a reputation. And no "gimmicks." And, also, and this *is* important—personal contact. The telephone, ringing with calls from friends in Columbus, in Pittsburgh, in Cleveland, attested to Mike's success with the latter. Eighteen years at CBS, and his life is crowded with friends who matter.

SPOTLIGHT

(Continued)

taken delivery on the first of half-hour, full color animated ca toon programs done by UPA Pi tures, Inc., formerly known United Productions of Ameri Two more will be ready by Fe ruary 15, according to Steph Bosustow, UPA president. T shows will be aired beginning September. Original songs, cha acters and material are talk about, and if "McBoing-Boin and "McGoo" are indicative, the should be hot items.

Elite

▶ When we published recently t results of the "Television Toda poll of TV editors for "Fame" listed a group of perennials w have scored consistently and ofte But like all these things, the can be clerical slips. That smilin handsome George Fenneman, w so materially assists Groucho Ma and others was best announcer 1951, '53, '54 and '55, no less, left out. Elite! and how! and we' sorry.

Reverse Twist

▶ At a time when so many show are switching to film, CBS-TV "You Are There" is switching live presentation beginning Ap 15. The show, which originall was broadcast live—and achieve its highest ratings as a live sho —went to film so that its produce might have a filmed property avai able for re-run and syndicatio purposes. That has been accom plished—with 55 "You Are There films now in stock. It also i noted that the costs of the show on film are between 30 and 40 pe cent higher than for the live pre sentation. There seems little likeli hood, however, that the show wil buck another trend. It's going t originate from facilities on th West Coast.

IN A TRADITION OF QUALITY...

NTA
THE SELZNICK STUDIO

In keeping with our policy of offering the finest in quality feature film entertainment for television... we are proud to announce that through arrangements with Mr. David O. Selznick, NTA has acquired a gallery of masterpieces by some of the premier motion picture producers of our time...

Mr. Alfred Hitchcock
Mr. Dore Schary
and
Mr. David O. Selznick

These incomparable films will be offered under the title of

"Selznick Presents..."

truly a milestone in television entertainment.

In a tradition of quality... another step by NTA in bringing the finest in motion picture entertainment to the television audiences of America.

Ely A Landau

Ely A. Landau, Pres.
National Telefilm Associates, Inc.

S e You Went Away
I'll Be Seeing You
Notorious
he Paradine Case
ill Of Divorcement

Portrait of Jennie
The Farmer's Daughter
Intermezzo
The Spiral Staircase
Garden Of Allah

N T A

National Telefilm Associates, INC. **60 West 55th Street, New York, N. Y. • PLaza 7-2100**

Mr. Showman,

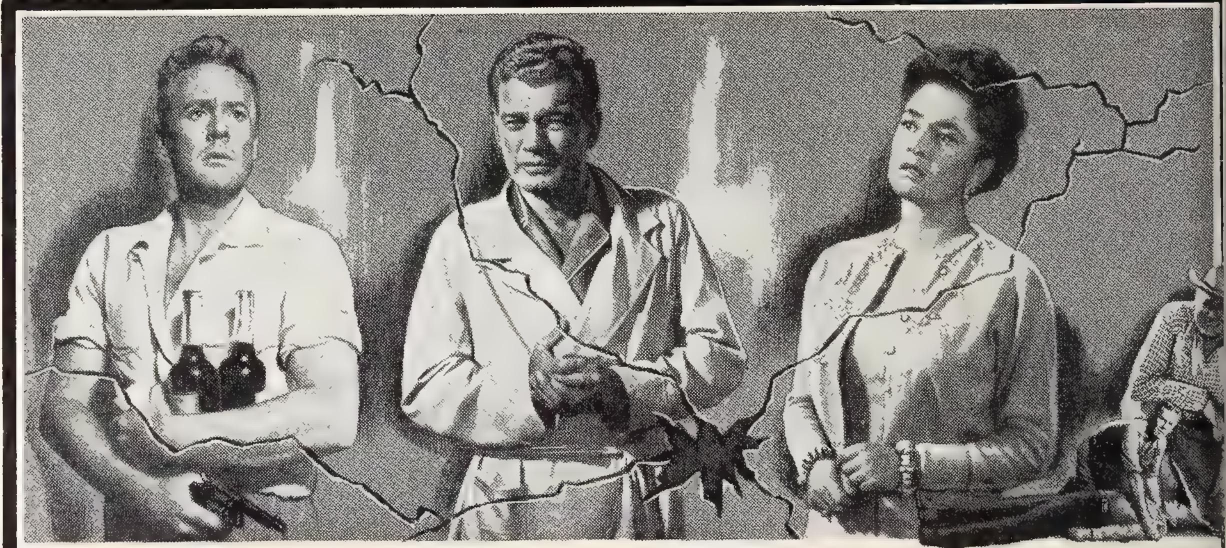
TAKE THIS DARE!

Take one minute to read this ad— it means money to you!

The Bottom of the Bottle is ready now to challenge anyone's picture for sheer **DARING.** The theme—brother against brother, man against woman—is **DARING.** The treatment—frank, vital, realistic—is **DARING.** The locale is the Ranch Society Jungle of today's great Southwest, shown for the first time in CinemaScope. It is a background of money-to-burn playboys and go-along girls who must hold up their end, of thrill-seeking husbands and fun-loving wives. This is **UNIQUELY DARING.**

The public today responds quickest to the picture with something new. Such pictures do top business because they are the most talked about. They'll be talking plenty about this explosive drama, its eyebrow-raising situations, its rugged western action, the brilliant acting of its four stars, most of all about those locked bedroom doors, the wild parties, **THE INSATIABLE DARING.**

BOOK THE PICTURE NOW! START THE CAMPAIGN TODAY!
Get the SOCK ads which exploit fully the picture's SHOCK values!



VAN JOHNSON
AS THE BROTHER WHO FOUGHT HIS WAY!

JOSEPH COTTEN
AS THE BROTHER WHO BOUGHT HIS WAY!

RUTH ROMAN
AS THE WOMAN CAUGHT IN THE MIDDLE!

JACK CARSON
HE HEADED THE SOUTHWEST'S MOST DESPERATE MANHUNT!

From GEORGES SIMENON'S searing novel!

20th Century-Fox presents

THE BOTTOM OF THE BOTTLE

COLOR by DE LUXE

CINEMASCOPE

with MARGARET HAYES · BRUCE BENNETT

Produced by
BUDDY ADLER

Directed by
HENRY HATHAWA

Screenplay by
SYDNEY BOEHM

In STEREOPHONIC SOUND

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 79. NO. 21 NEW YORK, U. S. A., TUESDAY, JANUARY 31, 1956 TEN CENTS

o Difficulty

ive-Day Week ow in Effect t the Studios

oduction Cost to Rise; IG Pact Not Yet Set

By WILLIAM R. WEAVER

OLLYWOOD, Jan. 30.—Follow- the 90-day preparatory period ided in the labor agreement with unions reached last October, the lios today instituted the five-day k with the uniform intention to e down operations each Friday t as a standing practice. Holly- d production has operated on a lay week throughout its history l now.

lthough many union locals have yet completed the paper work on r new contracts, no unforeseen culty is expected from this cir-

(*Continued on page* 5)

3 Sought for ax Group

fty-three industry leaders are g asked to serve on the national campaign committee that will luct the campaign for further re- n of the Federal admission tax. etters bearing the signature of ert J. O'Donnell, who agreed last to serve as national chairman e tax drive, are being mailed to pective-committee members from PO headquarters.

hose being asked to serve on the nal committee are the following: chard Altschuler, Gov. Ellis G.

(*Continued on page* 4)

to Share Dais at otherhood Dinner

rty-seven amusement industry bles and leaders of the Brother- l movement will share the dais e Brotherhood Award dinner in grand ballroom of the Waldorf- ria Hotel here tonight, it was an- ced by Louis Nizer, chairman

(*Continued on page* 4)

Konzert Café
JOHN WAYNE
SUSAN HAYWARD
DER EROBERER
CINEMASCOPE

INP Wirephoto

The glittering Berlin premiere of Howard Hughes' "The Conqueror" attracted crowds to the Filmbuhn Wien Theatre, where John Wayne, star of the $6,000,000 RKO spectacle, greeted a long list of notable personalities from the worlds of government, society and entertainment. One of a series of world-wide charity-sponsored premieres, this debut of the CinemaScope-Technicolor production benefitted the Filmkunstler-Nothilife, a relief organization for needy screen artists. The RKO release was premiered last night in Rome, with the President of Italy attending. (*Advt.*)

Hughes to Get $8,000,000 Plus Interest, in RKO Deal

RKO Radio Pictures, in reselling "The Conqueror" and "Jet Pilot" to Howard Hughes, obligated itself to pay Hughes a distribution "license fee equal to the purchase price, which must be paid by RKO in installments over three years from release of the pictures, plus 3¾ per cent interest on the unpaid balance."

This was revealed in a proxy statement of the General Tire & Rubber Co., the parent company, which was received by stockholders yesterday.

Details of the Hughes deal, first made public on Jan. 5 by Thomas F. O'Neil, board chairman of RKO Radio Pictures, indicate, according to financial circles, that the deal is similar to a loan agreement under which Hughes paid $8,000,000 in cash for the re-

(*Continued on page* 5)

Day of 'Program Films' Is Past, Says Dozier; Sees Stories Vital

By LESTER DINOFF

There is no such thing as a "program picture" any more, according to William Dozier, vice-president in charge of production at RKO Radio Pictures, who yesterday stated here that "the first responsibility of his studio is to get the 1956 production schedule of 15 pictures rolling."

Dozier, who is in New York for home office conferences, declared here that "the day of the 'programmers' is gone. No one goes out to make such films today."

Pointing out that RKO is not plan-

(*Continued on page* 5)

At Carolina Meet

Blank Hails CommonStand Of TOA, Allied

Cites More Pictures and Better Terms as Its Aim

Special to THE DAILY

CHARLOTTE, N. C., Jan. 30.—The uniform platform adopted by Theatre Owners of America and Allied States Association is to obtain greater production of films and equitable film rentals, Myron N. Blank, TOA president, declared here today in an address before the Theatre Owners of North and South Carolina.

Blank, in a hard-hitting defense of the new alliance, declared that equitable film rentals should not be based on a national sales policy, but on the ability of a theatre to pay, arrived at through arbitration. "We ask . . . that anything that can be litigated should be arbitrable. That includes film rentals," he stated.

The TOA president informed the

(*Continued on page* 4)

CarolinaTOA Hits Shortage

Special to THE DAILY

CHARLOTTE, Jan. 30.—Urging that exhibitors and distributors work together for the good of the industry, Theatre Owners of North and South Carolina struck out at the shortage of pictures and urged more pictures for women and children at the annual convention of the exhibitor association here today.

Calling the picture shortage "the

(*Continued on page* 4)

Weitman Resigns as Vice-Pres. of AB-PT

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., yesterday announced that the company had accepted "with regret" the resignation of Robert M. Weitman as vice-president of AB-PT and as vice-president in charge of

(*Continued on page* 4)

PERSONAL MENTION

HERBERT M. GREENBLATT, RKO Radio Western sales manager, will leave New York today for Toronto.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, and MARTY WOLF, sales manager, are in Charlotte from New York.

•

ROBERT CLARK, director of Associated British Picture Corp., Ltd., returned to London from New York yesterday via B.O.A.C.

•

MRS. JACQUELINE SWARTZ, formerly of United Artists publicity department, is the mother of a son born to her late last week in Syracuse.

•

EMERY AUSTIN, M-G-M exploitation head, will return to New York tomorrow from Minneapolis.

•

RODNEY BUSH, 20th Century-Fox exploitation manager, is in Toronto from New York.

•

E. Z. WALTERS, Altec Service Corp. controller, has returned to California from New York.

New Consolidated Lab to Be Shown

Executives of the television and motion picture industries will be guests today at a cocktail reception at the new film processing laboratory of Consolidated Film Industries. There will be a second reception tomorrow.

The million-dollar plant; which will be under the direct supervision of Douglas T. Yates, is the first laboratory designed exclusively to meet the specialized requirements of motion picture, television, commercial and industrial producers in the East, Yates said. Utilizing the most modern optical and electronic equipment to cover all phases of film processing, the laboratory is readily convertible to color processing upon short notice, he added.

Yates Recovering Following Surgery

HOLLYWOOD, Jan. 30.–Herbert J. Yates, president of Republic Pictures, who underwent minor surgery Sunday at St. George's Hospital, in Burbank, tonight was recovering satisfactorily and is expected to leave the hospital on Wednesday or Thursday.

Father Keller Sees Vast Possibilities Open to Hollywood

"The motion picture industry hasn't even begun to touch its possibilities in entertainment and influence," Rev. James Keller of The Christophers told the sixth annual motion picture industry Communion Breakfast of the New York area at the Waldorf-Astoria Hotel here on Sunday.

"Your pictures could sweep the face of the earth if you spent on material one-tenth the amount you spend on techniques," Father Keller said. "The stories are there. Go after them.

Decries Violence

"People go to the theatre to be entertained," he continued. "They want to see themselves. They don't want to be lectured. There must, of course, be some problem pictures. There should be much less violence in pictures. Good stories mean good pictures and good box office. Find better stories. There are endless possibilities in them for the motion picture."

Father Keller expressed appreciation for aid given The Christophers by Spyros P. Skouras, president of 20th Century-Fox, and the late Charles Skouras of National Theatres.

Other speakers at the Breakfast included Ann Blyth, Eddie Dowling and Siobhan McKenna, the latter of the cast of the play, "The Chalk Garden." Edward C. Raftery, master of ceremonies, told the more than 1,000 persons present that the annual Communion Breakfasts are the sort of thing that "should be written about. They do the industry real credit," he said, "and they provide the kind of publicity the industry should have."

Msgr. Little on Dais

Others at the dais included: Dennis O'Dea, Thomas Hayward, Vivian Della Chiesa, Father Paul Hayes and the Very Rev. Msgr. Thomas F. Little of the National Legion of Decency, Dr. James McNulty, Rt. Rev. Msgr. John S. Littleton, Johnny Podres, Kate Cameron and Walter Kinsella.

David Snaper Dies; Funeral Rites Today

Funeral services for David Snaper, 73, will be held here at 10 a.m. today at Riverside Memorial Chapel, 76th Street and Amsterdam Ave. The veteran exhibitor suffered a fatal heart attack at the weekend enroute to his home here from Little Rock, Ark.

Snaper, head of Snaper Theatres, survived by his wife, Jenny; a son, Wilbur; a daughter, Mrs. Roberta Tuckerman, and three grandchildren. Interment will be in Mt. Lebanon Cemetery, Islin, N. J.

Ask Indefinite Delay For 'Met.' Disposal

Elimination of any fixed date for the disposal of Metropolitan Playhouses stock owned by RKO Radio Pictures was recommended to the Federal District Court here yesterday by George Alger, trustee of the stock.

Alger made that recommendation and other proposals in his report to the court, telling of his failure to obtain an "adequate offer" for the 56,448 ⅘ shares of Metropolitan Playhouses Class A stock, owned by RKO Theatres. Under RKO Theatres consent decree, as amended in 1953, trustee Alger was given to March 20, 1956 to dispose of the stock.

Offer Considered Too Low

In his report, Alger informed the court that on Dec. 5, 1955, Metropolitan Playhouses offered him $7.50 a share for the stock, but this was found to be far less than the real value of the stock by the RKO Theatres management and was rejected. Alger added that he concurred in the rejection, expressing his belief that he had no doubt that the offered price was far less than the actual value.

The 56,448 ⅘ shares of Metropolitan Playhouses stock now owned by RKO Theatres constitutes some 20 per cent of the so-called Class A stock, which is also 17 per cent of the total Metropolitan Playhouses stock outstanding. UATC owns 61 per cent of Class A Metropolitan Playhouses stock, while the other 19 per cent is owned by various members of the Skouras family.

Wants Dividends Withheld

Alger further recommended that the trust be continued until the stock is sold for a reasonable price. He proposed, too, that a provision be adopted by the court stating that dividends be withheld from RKO until the sale of the stock is completed so that the interests of RKO shall be entirely restricted to receiving the proceeds of the sale, together with dividends then held by the trustees, unless an earlier payment of dividends shall be consented to by the Department of Justice. He went on to say that the present state of exhibition is showing some improvement and the stocks of circuits reflect the improvement.

Lioni to Represent Republic in Holland

The appointment of Louis L. Lioni as the company's special representative in Holland was announced here by Reginald Armour, executive vice-president of Republic Pictures International.

Lioni has had more than 20 years experience in the International field with RKO.

Will Honor Seven

Expect 500 at FJP Luncheon In N.Y. Today

Climaxing the amusement industry's participation in the 1955-56 campaign of the Federation of Jewish Philanthropies, more than 500 industryites will gather at the Hotel Sheraton Astor today for the annual Mark of Achievements Luncheon.

Harry Brandt is luncheon chairman; Oscar Hammerstein II is awards chairman and Adolph Schimel is amusement industry chairman. Steve Allen, star of Universal-International's "The Benny Goodman Story" and the NBC network television show "Tonight" will be the emcee.

The 1955 Mark of Achievement Award recipients are exhibitor Samuel Rinzler; television producer Louis G. Cowan of Revlon's "The $64,000 Question"; Kim Novak, director Elia Kazan, Paul Muni, Phil Silvers, and writer Paddy Chayefsky.

NEW YORK THEATRES
RADIO CITY MUSIC HALL
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"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

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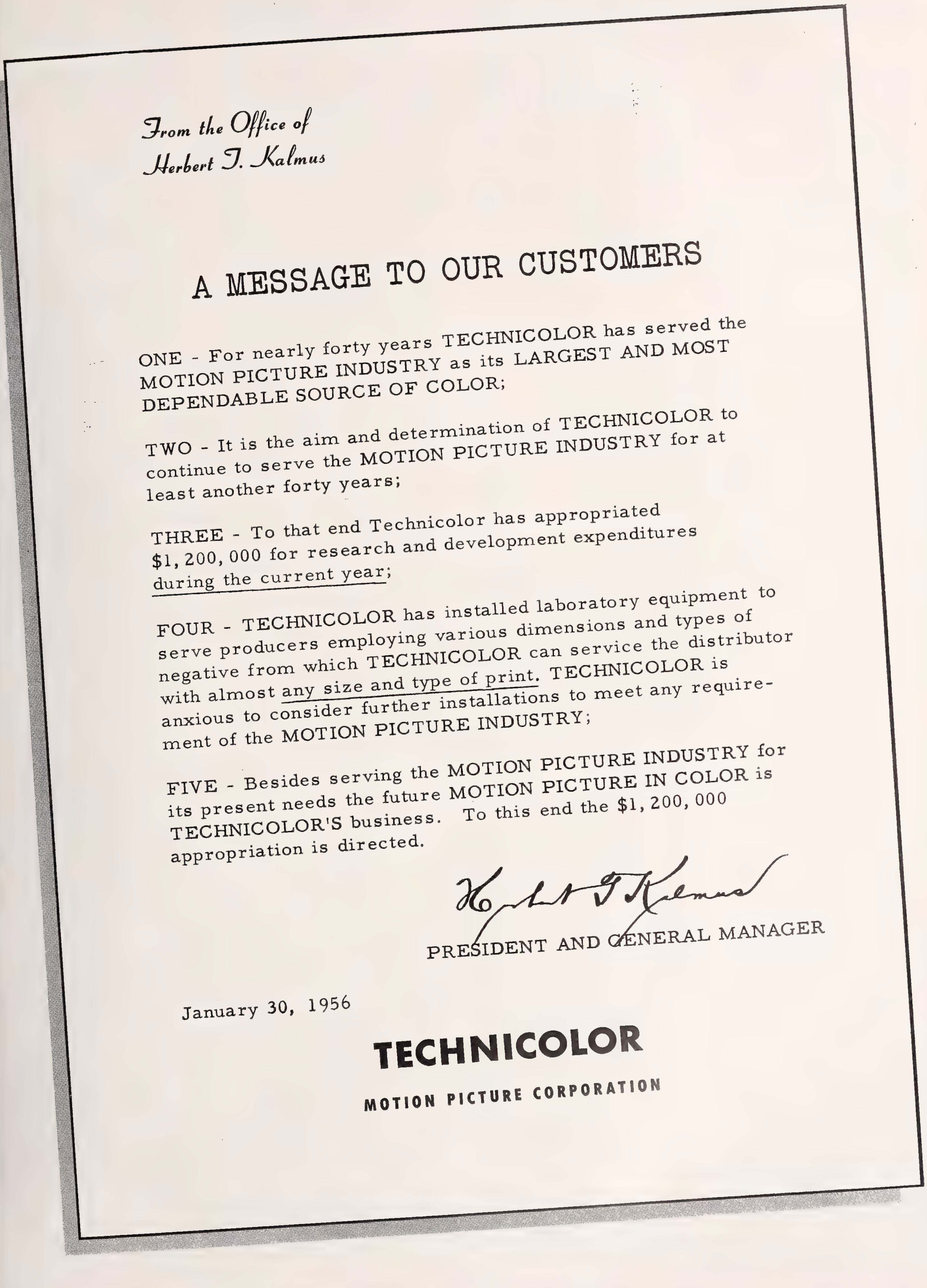
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.



From the Office of
Herbert T. Kalmus

A MESSAGE TO OUR CUSTOMERS

ONE - For nearly forty years TECHNICOLOR has served the MOTION PICTURE INDUSTRY as its LARGEST AND MOST DEPENDABLE SOURCE OF COLOR;

TWO - It is the aim and determination of TECHNICOLOR to continue to serve the MOTION PICTURE INDUSTRY for at least another forty years;

THREE - To that end Technicolor has appropriated $1,200,000 for research and development expenditures during the current year;

FOUR - TECHNICOLOR has installed laboratory equipment to serve producers employing various dimensions and types of negative from which TECHNICOLOR can service the distributor with almost any size and type of print. TECHNICOLOR is anxious to consider further installations to meet any requirement of the MOTION PICTURE INDUSTRY;

FIVE - Besides serving the MOTION PICTURE INDUSTRY for its present needs the future MOTION PICTURE IN COLOR is TECHNICOLOR'S business. To this end the $1,200,000 appropriation is directed.

Herbert T Kalmus
PRESIDENT AND GENERAL MANAGER

January 30, 1956

TECHNICOLOR

MOTION PICTURE CORPORATION

Blank Hails

(*Continued from page* 1)

delegates that the two exhibition organizations "have requested from the Department of Justice that anybody, including the divorced circuits, be allowed to make pictures, with preemptive rights for their own theatres which they now own, and any legal replacement thereof." Such a move would help dispel "the attitude of the present producers and distributors, who now feel that they can forever maintain an unfair seller's market."

Wants Rentals Arbitrated

He defended the contention that film rentals be made an arbitrable item, pointing to the "unfair seller's market," adding his own contention that "a fair price has to be paid for pictures and no arbitrator will judge otherwise."

Blank argued that under present conditions theatres are "required to subsidize a procedure of self-extermination." He contrasted this situation with the status of the industry before divorcement. Declared Blank: "If one of these companies attempted to force unfair film rentals on theatres of the country, it knew that the other companies would do likewise. . . . Surely, if you will analyze it, the partners of the film companies that were exhibitors were the dominant factor in holding film rentals at a fair level, and also forced the producers, who owned theatres, to realize their obligations to maintain a steady flow of pictures so that our industry could remain a mass appeal business in the field of entertainment.

Admits EFFG Failure

He went on to recount his efforts to stimulate European producers to tailor their films for the American market. He acknowledged the failure of TOA's sponsored Exhibitors Film Financial Group, organized to aid financing of new pictures, without the participation of divorced circuits. Blank forecast that unless a new source of product is found, exhibition will "end up in a road show business similar, in some respects, to the legitimate theatres."

SDG Cites Mann for 'Marty' Direction

HOLLYWOOD, Jan. 30. – The Screen Directors Guild set a significant precedent when it presented its fifth annual award for outstanding directorial achievement to Delbert Mann for "Marty." It was his first picture. He had directed the television version of the same story. He won out over 11 other directors with firmly established motion picture records. The vote emphasized sharply that whatever differences may exist between the two media, those differences do not weigh at all in the scale of professional approbation.

Immediate runners-up receiving awards were John Sturges for "Bad Day at Black Rock"; John Ford and Mervyn Leroy for "Mister Roberts"; Elia Kazan for "East of Eden"; and Josh Logan for "Picnic." Assistant directors on these pictures, honored also, were Joel Freeman; Wingate Freeman; Don Page and Horace Hough; and Carter De Haven.

Guild's special D. W. Griffith Award, presented only twice previously, was given to Henry King. The single award made for television-film direction went to Don Weis for "The Little Guy." The awards were presented at banquet ceremonies in the Biltmore Hotel bowl, presided over by Guild president George Sidney.

Anti Pay-TV Group to Oppose Zenith Plan

The Committee Against Pay-To-See TV will file a petition with the Federal Communications Commission by Feb. 8 in Washington in opposition to the Zenith Radio Corp. proposal concerning UHF and VHF television allocations.

The Committee's general counsel, Marcus Cohn of the Cohn & Marks law firm in Washington, is currently preparing the petition.

Brotherhood

(*Continued from page* 1)

of the dinner sponsored by the National Conference of Christians and Jews. The entertainment world will pay tribute to guests of honor Robert W. Dowling, Thomas F. O'Neil and Samuel Rinzler, who will receive the 1956 Brotherhood Awards.

Brotherhood leaders participating: Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews; William J. Heineman and Spyros S. Skouras Jr., national co-chairmen of the Brotherhood Week drive; Dr. Sterling W. Brown, executive vice president of the NCCJ; J. Robert Rubin, permanent national chairman of the amusements division; Mrs. Robert P. Patterson, chairman of the women's division; and Alfred H. Tamarin, national publicity chairman.

Other dais guests are Charles A. Alicoate, Richard W. Altschuler, Chester B. Bahn, Harry Brandt, William B. Brenner, Alfred E. Daff, George F. Dembow, Ned E. Depinet, Russell V. Downing, Charles J. Feldman, Leopold Friedman, Emanuel Frisch, and Gordon Grey.

Also Leonard H. Goldenson, James J. Jerauld, Sherwin Kane, Arthur B. Krim, Mrs. "Chick" Lewis, R. S. Littleford, John J. O'Connor, Martin Quigley, Jr., Charles M. Reagan, Burton Robbins, Samuel Rosen, and George J. Schaefer.

Also Adolph Schimel, Sol A. Schwartz, George P. Skouras, Spyros P. Skouras, Sam Spiegel, Sol M. Strausberg, Morton Sunshine, Mo Wax, Robert Weitman, and Mrs. Wendell Willkie.

Weitman Resigns

(*Continued from page* 1)

programming and talent of American Broadcasting Co., a division of AB-PT.

Goldenson stated, "It is with great reluctance that we have accepted Bob Weitman's resignation. His leaving brings to a close a long and very pleasant relationship with our company. I am sure he will be missed by his many friends and associates here."

Weitman stated that he would announce his plans for the future at an early date.

Carolina TOA

(*Continued from page* 1)

number one problem," the exhibitors also called it "the most dangerous." They also deplored the shortage of prints and urged a more even distribution of films so that there will be no "orphan periods" of films in release.

In other resolutions, exhibitors urged producers to review the Production Code and reaffirmed their stand for "clean and wholesome" pictures. They also lashed out at competitive booking and urged elimination of this practice.

Elected president of the association was Jack Fuller of Columbia, S. C. He succeeds Howard Anderson of Mullins, S. C., who was named on the board of directors. Howard McNally, Fayetteville, was elected first vice-president, and Bob Bryant of Rockhill, S. C., second vice-president.

Directors elected were Frank Beddingfield, Ernest Stellings, H. F. Kincey of Charlotte, H. Fin Lee of Warsaw, N. C., S. L. Irvin of Asheville, W. H. Hendrix of Reidsville, Roy Rowe of Burgaw, H. E. Buchanan of Hendersonville, George D. Carpenter of Valdese, R. A. Howell of Smithfield, A. F. Sams, Jr., J. K. Kime, of Roseboro, and R. L. Baker of Gastonia, N. C., and J. B. Harvey, Albert Sotille of Charleston, Harold Armistead of Easley, S. C.

Ask 3-Year Limit on Copyright Actions

From THE DAILY Bureau

WASHINGTON, Jan. 30. – The Motion Picture Association today urged Congress to set a uniform, three-year Federal time limit on damage suits for copyright infringement.

At present, the time limit is set by state laws, which vary from one to eight years. Fulton Brylawski, representing MPAA, told a House Judiciary subcommittee that the result is that persons wanting to sue film producers for copyright infringement shop around to find a state with a long time limit, and can always file suit there since the producers do business in every state. He said the producers felt they should have some degree of certainty of knowing when they would be free from liability for damage suits.

The uniform, three-year federal statute of limitations was also supported by the New York City Bar Association and the copyright section of the American Bar Association; and by officials of the U.S. Copyright office and of the National Association of Radio and Television Broadcasters.

Makelim Plan Film In Wichita Thursday

HOLLYWOOD, Jan. 30.–Hal R. Makelim's first Makelim Plan picture, "Peacemaker," will be given a test run at the Palace Theatre, Wichita, beginning Thursday. Makelim and players Jan Merlin, Jess Barker and James Mitchell, will attend the opening.

Complete Plans for Loew's Internationa Coast Sales Meet

The M-G-M world wide Hollywo conference, which will open on F 5, will seek to develop long-range sa and promotion plans which will ke the company at the forefront of t ever-expanding international mark it was announced yesterday. Art M. Loew and Dore Schary, head the M-G-M studios, will be co-hos This is one of Loew's first public a as president of the parent compa Loew's Inc., as well as of Loew's I ternational. More than 100 M-G- managers and sales, publicity a other key personnel from overse will attend the conference, which the first of its kind to be held the M-G-M studios. Plans will made for the coming year, with s cial attention given to recently co pleted product, which will screened.

The New York delegation will headed by Morton A. Spring, f vice-president of Loew's Inter tional, and Samuel N. Burger, ge eral sales manager.

Reagan to Attend

Charles Reagan, general sales ma ager of M-G-M, will represent t United States and Canadian sales ganizations.

A feature of the gathering will the travel arrangements, which w include a flight across the North Po by an airliner of S.A.S., carrying delegates from Europe, South Afri the Middle East and India. The flig from Copenhagen, where the de gates will gather, to Los Angeles, said to be the first of its kind e made for the purposes of a c vention.

Also attending the conference w be David Lewis, of Paris, regio director of Europe; Seymour May of New York, regional director of t Middle, Near and Far East, a Maurice Silverstein, of Mexico Ci regional director of Latin America.

53 Sought

(*Continued from page* 1)

Arnall, Harry C. Arthur, Barney Ba ban, John Balaban, Myron Bla Harry Brandt, Walter Branson, Ste Broidy, Jack Cohn, Cecil Dicks S. H. Fabian, Arthur H. Lockwo Charles Feldman, Y. Frank Fr man, Harry French, Emanuel Fris Maurice Goldstein, Leonard H. Go enson, Henry Griffing, Harry Hend Eric Johnston, Ben Kalmenson, B nard G. Kranze, Arthur Krim, Lichtman, M. A. Lightman, Robert Livingston, Harry Mand E. D. Martin, Pat McGee, Abe M tague, Martin Mullin, J. J. O'Lea Daniel T. O'Shea, Sam Pinans Milton Rackmil, Walter Reade, Charles M. Reagan, Elmer C. Rhod Arthur M. Loew, Ted Schlanger, A. Schwartz, Robert Selig, Spyros Skouras, Joseph R. Vogel, Ma Albert Warner, Frank Walker, Geor Weltner, Herbert J. Yates, LaM Sarra, Robert B. Wilby and Mort Thalhimer.

-Day Week

(*Continued from page* 1)

nstance, since contracts will be roactive to Oct. 26 when finalized. ll in negotiation, however, are con- ct demands made by the Screen tors Guild for substantially in- ased minimums.

Estimates concerning the probable rease in over-all production cost to caused by the switch to a five-day ek vary considerably, both ways, m 20 per cent. The lowest figure dicted in a studio check-up is 16 cent, which takes into considera- the fact that many classifications craft locals have been working five s or less already.

On the other hand, estimates based longer shooting schedules range to 23 per cent.

Hollywood's annual labor expendi- es in the past have been computed 'more than $100,000,000."

lein, Pioneer N.E. istributor, Dies

BOSTON, Jan. 30.—Funeral serv- for Edward Klein, 65, a pioneer ependent film distributor who ded Bay State Films Co., will be tomorrow at Waterman's Chapel. the business since 1914, he died his Brookline home after a long ess. At one time he operated the Union Hill Theatre, Gloucester. is survived by two sons, Harold George, and four grandchildren.

RKO Pact with Hughes

(*Continued from page* 1)

purchase of his two productions, while RKO obligated itself to pay a distribution "license fee," the provisions of which are as explained above.

The proxy statement also disclosed that "for the four year and seven months ended July 30, 1955, the RKO corporations sustained losses of approximately $22,000,000, a substantial portion of which may be carried forward to apply against future profits subject to Federal income taxes." General Teleradio, Inc., a subsidiary of General Tire & Rubber Co., of which O'Neil is president, purchased RKO Radio Pictures from Hughes on July 25, 1955 for $25,000,000.

Rate of Loss Slowed

RKO Radio Pictures, the statement continued, incurred losses of $3,622,220 for the 30 weeks ended July 30, 1955. For the 13 weeks ended Oct. 29, 1955, losses were $198,000, it added.

O'Neil, in making the initial announcement of the Hughes deal, said that RKO resold "The Conqueror" and "Jet Pilot" to Hughes for $8,000,000 in cash, plus an estimated $4,000,000 from Hughes' share of the distribution proceeds. He made no disclosure of RKO's obligations under the deal. The proxy statement's notation on the deal is as follows:

"On Dec. 30, 1955 RKO Radio Pictures, Inc., sold two unreleased feature films for an amount equal to their final negative cost and received $8,000,000 in cash on account of the sale price; RKO received back from the purchaser a license to distribute them throughout the world, for a license fee equal to the purchase price, which must be paid by RKO in installments over three years from release of the pictures, plus 3¾ per cent interest on the unpaid balance."

In his initial announcement, O'Neil said that the resale to Hughes was made in order to procure additional working capital for production.

Theatrical Rights Retained

Referring to the sale of RKO film library to C & C Super, the proxy disclosed a facet of the deal relating to the provision granting RKO the right not to release any films to TV until they had been exhibited in theatres for three years. The proxy stated that "RKO reserved to itself certain theatrical rights and also reserved to itself certain television rights in respect of which latter reservations RKO obligated itself to pay $3,000,000 over the three years following July 1, 1956."

The complete notation on the C & C Super deal is as follows: "On Dec. 22, 1955, RKO Radio Pictures, Inc., granted certain perpetual television, theatrical and other rights in its inventory of feature and short subject films released prior to July 25, 1955 (each of which films will have been fully amortized when such rights are exercisable) in consideration of (a) cash payment to RKO of $12,200,000 and (b) further cash payments which may aggregate $3,000,000 payable over the next two years, depending upon the extent to which the purchaser exercises the right to acquire certain presently reserved television rights in specified films. RKO reserved to itself certain theatrical rights and also reserved to itself certain television rights in respect of which latter reservations RKO obligated itself to pay $3,000,000 over the three years following July 1, 1956."

The proxy statement dealt with proposed changes in the stock structure of General Tire & Rubber Co.

General Teleradio executives could not be reached for comment yesterday.

Laboratory Will Seek Change in H-63 Pact

The Precision Film Laboratory has filed a petition with the New York Supreme Court seeking to modify the labor agreement made several months ago with Home Office Employees Union, Local H-63, IATSE. Precision Labs maintains that a mistake was made in signing the contract.

H-63 indicated here that every possible action to prevent this move will be taken. It was stated by an H-63 representative that the so-called "mistake" concerns the number of people working 35 hour and 37½ hour shifts.

Para. Dividend

The board of directors of Paramount Pictures has voted a quarterly dividend of 50 cents per share on the common stock payable on March 15, to stockholders of record on Feb. 27.

Dozier View

(*Continued from page* 1)

The five-day work week at the Hollywood studios, which goes into effect this week, will add between 10 to 15 per cent to the budget of a motion picture, according to William Dozier, production head at RKO Radio Pictures.

ning a program of "programmers, even though some of our films will be low-budget product," Dozier said that the public is more interested in "good little pictures, not the frame in which they are presented."

Concerning the utilization of widescreen developments in forthcoming RKO productions, the executive stated that "the subject matter is more important" and that CinemaScope or other processes will be considered secondary.

The RKO production head said that the present production schedule at the studio calls for 15 films in 1956 at an investment of almost $22,500,000. "We plan to provide the RKO sales force with a line-up of independent productions and co-productions," Dozier stated, adding that about half of the 1956 product will be produced by independent producers with RKO aid.

Commenting on subscription television, Dozier stated that it was his opinion that pay-to-see TV "will be good for the picture industry because a mass audience for one picture offers a quick liquidization of the film." He said that if pay-TV ever becomes a reality, the net result would be a revolution of the distribution systems in motion pictures and television.

Install Rome 'Scope As 'Conqueror' Bows

Special to THE DAILY

ROME, Jan. 30.—Technicians completed the installation of CinemaScope equipment at the Sistina Palace here, in time for tonight's charity premiere of Howard Hughes' $6,000,000 RKO film, "The Conqueror", it was announced.

More than 2,500 notables, including Italy's President, Giovanni Gronchi, attended the premiere. Tickets, selling for 5,000 lire ($8), approximately ten times the usual admission at first-run Rome theatres, were all gone three days before the event.

WB Reports 'Troy' Openings Strong

Warner Bros. reports that a survey of grosses for 141 playdates in 50 countries presenting "Helen of Troy" shows that the film is matching the high receipts recorded by the company's "Mister Roberts" and "Battle Cry" in some instances.

High on the list of returns for 23 theatre openings in the U. S. and Canada were New York's Criterion Theatre with a gross of $43,020 during its first four days and Boston's Metropolitan Theatre with $30,769 for the same period.

FOR LOS ANGELES

The Fifth Annual
COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the Los Angeles area will be held Sunday, February 5th; Mass at nine o'clock at Blessed Sacrament Church, with breakfast immediately following at the Hollywood Palladium.

For information and tickets, communicate with the member of the Sponsoring Committee in your office or Studio, or JACK VIZZARD at 8480 Beverly Blvd. Telephone: Olive 3-2200.

Tickets $2.85 each.

KIRK DOUGLAS as The "INDIAN FIGHTER"

is Knocking them Dead!

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thru UA

KIRK DOUGLAS as THE INDIAN FIGHTER ALSO STARRING Walter MATTHAU · Diana DOUGLAS · Walter ABEL WITH LON CHANEY · EDUARD FRANZ · ALAN HALE

All
the News
That
Is News

MOTION PICTURE DAILY

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and
to the
Point

L. 79. NO. 22 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 1, 1956 TEN CENTS

itzgibbons View

anada Trade een Strong, n Spite of TV

PAA Project Reports en Years of Progress

Despite the inroads of television Canada, the industry in the Do- ion sees 1956 as a "good year," . Fitzgibbons, president of Famous yers Canadian Corp., asserts in a face in the annual report of the adian Cooperation Project of the tion Picture Association of Amer- . The project was launched in 8 by MPAA president Eric nston.

The report points out that for the 10 years, the industry in Canada shown increases every year, box ce figures amounting to more than 0,000,000 annually, as of 1953. t the onrush of television in the two years has had its effect on

(*Continued on page* 4)

0 See Achievement wards Presented to x by the F. J. P.

(Picture on page 5)

Some 500 amusement industry fig- s were in attendance yesterday en Samuel Rinzler, Paul Muni, uis G. Cowan, Elia Kazan, Kim vak and Phil Silvers were pre- ted with the industry's "Mark of hievement" award at a Federation Jewish Philanthropies luncheon at Hotel Sheraton Astor here.

Steve Allen, television entertainer

(*Continued on page* 5)

J' Starting Five ilms This Month

From THE DAILY Bureau

HOLLYWOOD, Jan. 31.—Five pic- es will be put before the cameras Universal-International this month, rking the greatest production spurt studio has had in nearly two ars, according to U-I. Three of new starters will be in Techni- lor and CinemaScope, setting an

(*Continued on page* 4)

Children's Prices Increased

Adult Admission Prices in Slight Decrease in Last Quarter of 1955

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Motion picture theatre admission prices for adults dropped slightly in large cities during the last quarter of 1955, but children's admission prices increased, the Bureau of Labor Statistics reported.

The BLS collects figures quarterly in 18 large cities and adjusts the results to represent price trends in the 34 largest cities.

BLS said that the index of large city adult admission prices dropped from the September, 1955 record high figures of 211.4 per cent of the 1935-1939 base period to 209.3 per cent at the end of December. The children's price index, down to 173.9 per cent at the end of the third quarter, rose during the last quarter to a 176.3 per cent figure at the end of December. The combined adult-child index dropped from 205.6 per cent at the end of September to 204.6 per cent at the end of December.

All three indices were on the aver-

(*Continued on page* 4)

Over-All Arbitration Could Eliminate SSB Hearing, Says Berger

Special to THE DAILY

MINNEAPOLIS, Jan. 30.—A sincere offer of an all-inclusive arbitration set-up by motion picture distributors would eliminate the need for the Senate Small Business subcommittee hearing, in the opinion of Benjamin N. Berger, president of North Central Allied and chairman of Allied's Emergency Defense Committee.

Berger, who said that he was speaking only for himself and not for Allied States, added that he "hoped, like Al Lichtman, of 20th-Fox, that arbitration is not dead."

The NCA president said that he as-

(*Continued on page* 5)

Report Omaha Probe Of Drive-in Status

Special to THE DAILY

OMAHA, Jan. 31.—A Federal grand jury will reconvene here tomorrow, reportedly investigating the drive-in situation in the Omaha area with regard to runs and clearances, and the anti-trust laws.

The report developed in the wake

(*Continued on page* 5)

See Rejection of D.C. On Admissions Tax

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Members of a House-Senate subcommittee studying ways of raising revenue for the District of Columbia were reported to have tentatively rejected the District's proposal for a new two percent admissions tax.

The District commissioners proposed this levy, to raise an estimated $500,000 a year. Washington exhibitors led the fight against it, but were backed by the film industry generally, since industry leaders felt that

(*Continued on page* 5)

ScentoVision Demonstrated Here; Now Patrons Can Smell as Well as See Film

The latest in motion picture technical advances, the Italian-Swiss developed process called ScentoVision, a medium which enables an audience to smell the subject matter in motion pictures, was demonstrated privately here yesterday at the Warner Theatre for some 30 persons, among them representatives of a number of theatre circuits.

According to a top circuit executive who attended the initial showing, the ScentoVision process was presented in color on a 16mm. projector "and it was wonderful."

The aroma of fresh cut oranges, sliced bananas and grass were ejected from a small attachment on the theatre seat just as the picture of oranges, sliced bananas and grass were projected on the screen. The odor envelopes the viewer "for a second or two" and then disappears, it was said.

Amendment Asked

Theatre Staffs Are Included in N.Y. Wage Bill

Clarke Proposes Setting 75c Per Hour Minimum

Special to THE DAILY

ALBANY, Jan. 31.—A bill which seeks to amend the New York State Minimum Wage Law to include small store and motion picture theatre employees was introduced in the State Assembly by Daniel L. Clarke.

The Clarke bill intends to raise the salaries paid to ushers, usherettes, doormen, ticket takers, cashiers and porters to the minimum wage of 75 cents per hour.

Assemblyman Clarke pointed out here yesterday that the Federal Minimum Wage Law exempts theatre employees. "But if this amendment to Section 652 of the State Minimum Wage Law is approved, low salaries

(*Continued on page* 4)

Brotherhood Awards Dinner Nets $70,000 For 1956 Campaign

By **LESTER DINOFF**

(Picture on page 6)

With over 1,400 leaders of the entertainment world gathered to pay tribute to Robert W. Dowling, Thomas F. O'Neil and Samuel Rinzler, recipients of this year's Brotherhood Awards, some $70,000 was raised for the Brotherhood Campaign at a Waldorf-Astoria dinner here last night.

Louis Nizer, toastmaster and dinner

(*Continued on page* 6)

Balcon Resigns from Rank Organization

By **WILLIAM PAY**

LONDON, Jan. 31.—Sir Michael Balcon has resigned from the J. Arthur Rank Organization after a nine years' association. He also is resigning as a director of five Rank companies.

After the recent sale by the Rank

(*Continued on page* 4)

PERSONAL MENTION

MORTON A. SPRING, Loew's International vice-president; SEYMOUR MAYER, regional director for the Near, Middle and Far East, and MORRIS FRANTZ, advertising chief, left New York yesterday for the Coast.

•

HARRY KALMINE, Stanley Warner Corp. vice-president and general manager; HARRY GOLDBERG, advertising-publicity director, and LESTER ISAAC, home office executive, will return to New York today from Buffalo.

•

BERNARD JACON, president of the newly-formed Jacon Film Distributors, has left New York for a 12-day tour of the Midwest and South.

•

LOUISE MAITLES, wife of SIG MAITLES, independent advertising-promotion consultant, has entered Polyclinic Hospital here for surgery.

•

ROY BOULTING, British director, will return to England from New York today aboard the "Queen Elizabeth."

•

B. G. KRANZE, United Artists general sales manager, has returned to New York from Florida.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, has arrived in St. Louis from Denver.

Lewine Heads ABC Programming-Talent

Robert E. Kintner, president of American Broadcasting Company, yesterday announced the promotion of Robert F. Lewine to vice-president in charge of programming and talent for the ABC television network effective Feb. 13.

Lewine will report to John H. Mitchell, vice-president in charge of the ABC-TV network. He succeeds Robert Weitman, whose resignation was announced yesterday.

First AMPA Meeting Of '56 Slated Today

Associated Motion Picture Advertisers' first meeting to usher in the organization's 40th anniversary will be a closed meeting at the Piccadilly Hotel today, it was announced by David Bader, president.

The meeting will be devoted to business as well as pleasure, the latter to be given over to toast Blanche Livingston and her fiance Albert Levi, prior to their marriage in the Spring.

IATSE Convention In K.C. in August; Walsh Is Honored

From THE DAILY Bureau

HOLLYWOOD, Jan. 31.–The biennial convention of the International Alliance of Theatrical Stage Employees will be held in Kansas City during the week of Aug. 20, the IATSE board announced at the close of its first meeting at the Roosevelt Hotel here.

Dealing with convention plans, the board decided that headquarters for the coming affair will be in the Muehlebach Hotel in Kansas City, while business sessions will be held in the Municipal Auditorium.

Five-Day Week Discussed

In other developments, the IATSE group discussed the new basic agreement between Hollywood locals of the union and studios, particularly with respect to the five-day week, which went into effect yesterday. Richard Walsh, IATSE president, reported on the AFL-CIO merger convention.

Plans for organizing the television field are on the current agenda.

850 in Walsh Tribute

More than 850 IATSE union officials, other industry personalities, and state and civic dignitaries, paid tribute to Walsh tonight at a testimonial dinner in the grand ballroom of the Beverly Hilton Hotel, on his election to the vice-presidency of AFL-CIO in charge of screen, radio and television.

'Seven Wonders' to Open Here April 10

The third Cinerama presentation, Lowell Thomas' "Seven Wonders of the World," will have its premiere at the Warner Theatre in New York on April 10. It follows the end of the 14-month run of "Cinerama Holiday."

Openings in other Stanley Warner-Cinerama Theatres for "Seven Wonders of the World" have been scheduled. The picture will open at the Music Hall, Detroit, on April 17; the Warner Theatre, Pittsburgh, on April 19; the Boyd, Philadelphia, on April 24; the Ambassador, St. Louis, on April 26, and the Melba, Dallas, on May 1.

Deutsch Buys Teleplay

HOLLYWOOD, Jan. 31.–Armand Deutsch, former M-G-M producer, has purchased for his first independent production, "Public Figure," teleplay by Harry Junkin recently produced on "Studio One."

"Public Figure" deals with a problem faced by an actor whose career is blasted by an article published in a slander-type periodical, and how he overcomes it.

ABC Seeking TV Rights to WB Films

The American Broadcasting Co. is negotiating with Warner Brothers for the television rights to a number of the company's pre-1950 features, it was reported here yesterday.

A network representative said that ABC president Robert E. Kintner had been conducting the talks for a number of weeks.

Double Bill Ban Scrapped in Japan

By A. C. PINDER

TOKYO, Jan. 31.–Japan's six major film producers have scrapped their gentlemen's agreement with the government to limit screenings to two and one-half hours, and now will furnish double features to any theatre which requests them.

Japanese studios will make an estimated 55 features this year. On the other hand a shortage of imported American films is forecast for the immediate future because foreign distributors released many of their best films in 1955, with the import quota allocation in mind.

TV a Problem

For the first time, Japanese exhibitors are talking about television competition. They believe they will feel it moderately this year and that it will be a real threat in 1957. There are now about 190,000 TV sets in Japan, but the number is increasing rapidly.

Japanese producers-distributors are shifting from outright sale of their export films to a percentage basis. Last year, percentage accounted for $764,000 of the $2 millions realized from film exports.

Gross income from films exhibited in Japan in 1955 was $167.7 millions, of which $50 millions was from imported films, most of which were American.

Hugh Brown a Producer

HOLLYWOOD, Jan. 31.—Hugh Brown, assistant production manager, who started working at the Paramount studio as a laborer in 1939, rising to his present post four years ago, today was elevated to a producership, production head Don Hartman announced.

Brown was assigned "Maverick" as his first picture.

Tent 35 Meets Feb. 15

Plans for participation by New York Variety Club, Tent No. 35, in the national convention to be held here May 9 to 12, will be revealed at a luncheon meeting of the club to be held on Feb. 15 at Toots Shor's Restaurant here. Larry Morris will be chairman.

'Over-17' Rule Aske By Chicago Master For 'Game of Love'

Special to THE DAILY

CHICAGO, Jan. 31.–"The Ga of Love" censorship case was reviv here this afternoon when Mas David Shipman recommended befo Federal Court Judge J. Samuel Pe that the court enter an injuncti against the City of Chicago, May Richard J. Daley and Police Comm sioner Timothy O'Connor, who May 1955, upheld the censor boa decision to forbid the showing of t film, restraining them from interf ing with exhibition of the picture.

Times Film Is Plaintiff

In order to short cut some of t problems presented by the case, t plaintiff, Times Film Corp., agre they would not show the film to p sons under the age of 18, and wou not object to a restraining order providing. With this assurance, M ter Shipman recommended that t courts' restraining order contain su a provision. He stated his recomme dations are based on the fact that t ordinance as it has been applied the censorship board is unconstit tional, and especially so in conne tion with the censorship of "T Game of Love".

Industry Unhurt as 14 Legislatures Mee

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Fo teen state legislatures have conven so far this year, with nothing da aging to the industry in sight, a cording to Jack Bryson, legislati representative of the Motion Pictu Association of America.

Three more legislatures will me within the next two months, maki a total of 17 in session this yea Those which have opened their se sions since the first of this year a Arizona, Colorado, Georgia, Kans Kentucky, Massachusetts, Michiga Mississippi, New Jersey, New Yo Rhode Island, South Carolina, V ginia and West Virginia. Those whi will go into session shortly are Ca fornia, Louisiana and Maryland.

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WORLD-WIDE WINNER!

THE GLOBAL GATES ARE OPEN AND THE MOBS ARE POURING IN!

Helen of Troy

WARNERS' 56-COUNTRY SMASH!

N.Y. Bill

(Continued from page 1)

in theatres would be done away with as the state law will have precedence," he said.

The Clark bill also seeks to re-define some of the terms in the State Minimum Wage Law. The bill would define "commissioner" to mean the industrial commissioner; "division" to mean the division of minimum wage; "wage board," a board created as provided, "woman," a female of 21 years or over; "minor," a person of either sex under 21 years of age; "occupation" to mean an industry, trade, business or class of work in which women or minors are gainfully employed, including employees of retail stores and theatres, but not domestic service in the home.

Adult Admissions

(Continued from page 1)

age higher during 1955 than during 1954, BLS said. The combined index averaged 204.3 per cent of the base figure during 1955, compared to 194.4 per cent during 1954. The adult index was 209.2 per cent during 1955, compared with 198.7 per cent during 1954, and the children's index was 175.3 per cent of the base period, compared with 167.6 a year earlier.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Television--Radio

with Pinky Herman

THE American Legion's "Back to God" movement, designed to further regular public worship and scheduled annually as a tribute to the four chaplains who heroically gave away their life belts and went down with the torpedoed S.S. Dorchester in World War 2, will be telecast for the fifth year next Sunday over NBChannels (2:30-3:00 p.m.). . . . The many-sided controversy, currently raging along the Big Apple involving Jackie Gleason vs CBS, CBS vs NBC, Gleason's rating vs Como's, Como's vs "Stage Show," etc., impelled us to tune in last Saturday at 8 p.m. to "CBStage Show." We witnessed a fast-moving, well-rounded half hour musical-variety program featuring Sarah Vaughan's listenable trilling, some very clever mimicry by Gene Sheldon, an energetic new youngster named Elvis Presley whose guitartistry and vocal delivery of folk songs augurs a bright future for the lad, and the music of les freres Dorsey. The program as a whole seemed like a nostalgic reprise to the vaude and stage presentation days of the deluxe theatres and the format smacks of solid entertainment for the entire family.

☆ ☆ ☆

Burns & Allen

CBSolons quite excited about the latest Trendex which shows: Burns & Allen with a 21.3 vs "Producers Showcase" (NBC-TV) 18.6 in the 8:00-8:30 slot; "Talent Scouts" with 36. vs "P. Showcase" at 8:30-9:00; "I Love Lucy" with 45.3 vs "P. Showcase" at the last half hour (9:00-9:30). . . . Little 10-year-old Libby Horne, who did a fine song stint last week on the ABCountry music show "Ozark Jubilee," has been signed to a five-year contract by Crossroads TV Productions, producers of the program. . . . A pilot film, "The Countless Adventures of Count Carl," starring Albert Carlo with Julie Newar and Gerald Milton in supporting roles, has just been completed under the direction of Mendy Brown. Original background music for the series will be composed by Tony Scott and Howard Brandy is associate producer. . . . Lovely Dina Merrill, recently seen on "Four Star Playhouse" opposite Dick Powell, has been signed for the female lead on "Playright's 56" Feb. 14th production of "Return to Cassino.". . . Herb Shriner has been signed to an exclusive five-year pact by CBS and starting in the fall will head his own full hour TVariety series. He'll stay with "Two for the Money" until then. . . . Sorry to learn that the affable and popular Bob Weitman resigned from ABC. With his host of friends in Show Business and his vast experience as a showman, look for him to make another top connection soon.

☆ ☆ ☆

Mel Allen

P. Ballantine & Sons and R. J. Reynolds Tobacco Co. will co-sponsor next season's telecasts of the Yankees home baseball games TVia WPIX. Agented by W. Esty Co. which handles both accounts, the play by play will again feature Mel Allen (his ninth consecutive year) Jim Woods and Red Barber. . . . Harvey Tippett, in charge of the San Francisco area of the Methodist Church, announced its major expansion in the field of Television by releasing a series of 13 programs, "The Way," based on the Gospel of Love. Programs will start on about 200 TV Stations the week of Feb. 13. . . . After a year of shooting at the Hal Roach Studios in Culver City, the CBS-TV "You Are There" series, now totaling 55 telefilms, will be syndicated through Young America Films, Inc. The fine historical program, CBStarting April 15, will again become a "live" show and will originate from CBS TV City with Robert Sparks and James Fonda executive producer and producer, respectively. Prudential Insurance Co. will continue sponsorship. . . . Janet de Gore, talented film and TV actress, just back from Bermuda where she flew to appear in a "Crunch and Des" telefilm.

☆ ☆ ☆

Formerly executive assistant to David O. Selznick and with CBSince 1951, Louis T. Stone has been named to the newly-created post of director of talent at CBS. . . . Murray Benson has resigned from Kagran Corp. to rejoin other ex-Kagranites Martin Stone, Allan Stone, Ed Kean and Milton P. Kayle at (Martin) Stone Associates.

Canada

(Continued from page 1)

theatre attendance, just as it had the U. S. Today, there are more tha 1,700,000 sets in operation.

Fitzgibbons pointed out, howeve that if the product delivered by lea ing studios "measures up to th which we have seen to date, 195 should be a good year for the Can dian motion picture industry."

Big Jump for Drive-ins

In the theatre field, the report r veals that conventional houses hav increased from 1,739 to 1,938 in tw years, while in the same period th number of drive-ins jumped from 1 to 230.

Balcon Resigns

(Continued from page 1)

Organization of the Ealing Studi it was generally assumed that Balc would continue with Rank at Pin wood. However, he has decided continue as an independent.

Three Ealing films produced Balcon are nearing completion a will be released by Rank. Thereaft Balcon will align with a new d tributor. Two additional Ealing pr ductions will be made mostly on l cation, and are scheduled to beg in April. Thus, it will probably n be necessary for Balcon to comple new studio arrangements before ne August.

Balcon will leave here for Ne York by plane on Feb. 12 to atte the premiere of his "Lady Kille and to look over the Americ market.

'U' Starting

(Continued from page 1)

all-time high for U-I in the numb of CinemaScope features being film simultaneously. Launching of the fi pictures will add some 400 employe to the studio payroll, bringing t total to a near-record 2,150.

The production spurt will kicked off on Feb. 13 with the st of "Francis in the Haunted House seventh in the studio's talking mu comedies. Second picture will "Istanbul," high budget Technicol CinemaScope feature starring Corn Borchers. Other starters to get t Technicolor CinemaScope treatme will be "Battle Hymn" and "Kel and Me."

Final starter of the month will "The Shrinking Man," science-ficti story.

Carolina TOA Ends Annual Convention

CHARLOTTE, Jan. 31. – M Verdah Looper, booker for the How Exchange here, was elected M Film Row of 1956 at the Theat Owners of North and South Caroli convention banquet which climax the exhibitor group's annual conve tion.

The new board of directors of t Carolina TOA elected Mrs. Luciel Price as executive secretary of t association.

PEOPLE

ım **Weiss,** longtime 20th Century- salesman in Cincinnati, has been ıoted to sales manager of the eland branch, succeeding **Ray nertz,** now 20th-Fox branch man- in Indianapolis.

◆

. **B. Horowitz,** head of Cleve- 's Washington Circuit, will be l by the industry on the occasion ıis 70th birthday and 45th year ı motion pictures, at the Hollen- Hotel there on Feb. 20.

◆

llen Lee has been named assistant ıager of the Colonial Theatre, tford, Conn.

◆

Iewell T. Schwinn has been ap- ıted television sales manager for rytoons, a division of CBS Tele- on Film Sales, Inc., effective on ıday.

◆

ean Flannelly, former newspaper tor, has joined the public relations artment of Guild Films here.

◆

Bob Parker is the new manager of Town Theatre in Omaha.

◆

Ed Lord, owner and operator of stern Connecticut theatres, has sold facilities of the Lord Manufactur- Co., Norwich, Conn., for a re- ted $135,000. The concern manu- tures tinsel products, ribbons and ristmas decorations.

exas Drive-in Men o Meet Feb. 21-22

Special to THE DAILY

DALLAS, Jan. 31. – The Texas ive-In Theatre Owners' Associa- n will hold its fourth annual con- ıtion at the Statler-Hilton Hotel re on Feb. 21 and 22, it was a- unced by Charles W. Weisenburg, esident.

Items planned for discussion at the ıvention include film rental prob- ns, arbitration, sale of pictures to , Senate small business committee arings and insurance coverage and ecial tax problems. As well, the enda will include an exchange of erational know-how. Equipment splay booths will be set up at con- ntion headquarters.

lrs. Fermoyle, 87

BOSTON, Jan. 31.–Funeral serv- es have been held for Mrs. Eliza- th N. Fermoyle, 87, of Brookline, ass., mother of Thomas Fermoyle, ad booker at American Theatres rp. She also was the mother of rs. Leon Netter, wife of the official United-Paramount's Florida States rcuit.

FEDERATION

Dais guests at the annual Mark of Achievements Awards Luncheon of the Amusement Industry Division of Federation of Jewish Philanthropies yesterday are, left to right, Phil Silvers, Benjamin Lazrus, Samuel Rinzler, Steve Allen, Kim Novak, Harry Brandt, Elia Kazan, Paul Muni, Louis G. Cowan and Adolph Schimel.

Present Achievement Awards

(*Continued from page* 1)

who served as master of ceremonies, presented the awards. Paddy Chayefsky, who also was honored, was not present when the awards were handed out yesterday.

The "Mark of Achievement" award is presented to "figures in the entertainment world whose genius and talent have brought happiness to millions." Rinzler, dean of motion picture exhibitors, celebrated his 70th birthday recently and received his award in recognition of over 50 years of service to the industry. Silvers was honored as the year's outstanding television commedian; Miss Novak is the actress recipient of the award; Muni, for his art which extended over many years; Kazan, for his renown in the field of direction in films and on the stage; Cowan, for his success as a TV producer, and Chayefsky for his achievements in writing for TV, films and stage.

Oscar Hammerstein II served as chairman of the awards committee for the event. Harry Brandt was the luncheon chairman. General chairman of the industry's Federation division is Adolph Schimel, vice-president and general counsel of Universal Pictures.

The principal speaker at the FJP luncheon was Benjamin Lazrus, president of the Benrus Watch Co., who announced that the Federation's goal in 1955-56 is $18,100,000. Seated on the dais were Schimel, Kazan, Dorothy Sarnoff, Muni, Rinzler, Allen, Brandt, Silvers, Miss Novak, Cowan, Lazrus, and Rabbi Bernard Birstein.

Over-all Arbitration

(*Continued from page* 1)

sented to the recent T.O.A.-Allied agreement on film production "because of the need for additional product at the present time." Admitting that T.O.A.'s proposal for motion picture production by and for the divorced theatre circuits might "cause headaches in the future," he said that he thought the current product shortage "justified the gamble."

Most Film Companies Had 1952 Profits

From THE DAILY Bureau

WASHINGTON, Jan. 31.–Almost half of all motion picture industry companies operated in the red in 1952, according to statistics released by the Internal Revenue Service.

The statistics cover corporate income tax returns filed by firms with fiscal years ending between July 1, 1952, and June 30, 1953. Most of the firms had years ending Dec. 31, 1952.

The statistics showed that of 6,090 returns covering both production and exhibition firms, 3,225 had a profit and 2,865 had a deficit.

Omaha Probe

(*Continued from page* 1)

of subpoenas being served on all managers of film company branch offices here and other key figures in the trade.

U. S. District Attorney Donald R. Ross said "one special matter" will be on the worksheet but added he is not permitted to divulge the nature of the special investigation.

See Rejection

(*Continued from page* 1)

imposition of such a tax would hurt the industry's campaign for new relief from the Federal admissions tax.

Subcommittee members said that no final decisions were made at an all day session today, but that sentiment at the meeting was against the admissions tax. Another meeting is scheduled for next Monday.

Bans 'Wild One'

OTTAWA, Jan. 31. – The Quebec Board of Censors has banned Columbia's "The Wild One," starring Marlon Brando. Showings of the film have been followed by leather-jacketed youths engaging in riots.

National Pre-Selling

"COLLIER'S" in its Feb. 17 issue has demonstrated that it can publish a pictorial and text story in the grand and spectacular style of Michael Todd by the manner in which it handled his new production, "Around the World in 80 Days" (Todd-AO).

Three two-page spreads in full color devoted to this new international adventure that has as part of its cast 50 of filmdom's top stars. Photos made by the "Collier's" color camera on production sets and locations in many countries are attractively displayed on these pages.

●

Full-page color ads for "Carousel" will appear in "Life," "Look," "Woman's Home Companion," "McCall's," "Redbook," "Seventeen," "Mademoiselle," "Charm," "Glamour," "American Weekly," "This Week," "Parade," "Pictorial Review," in addition to spreads in the fan magazines.

●

Theatres playing "The Benny Goodman Story" in Chicago, Boston, El Paso, Fort Worth, Denver, Detroit, Indianapolis, Washington, Roanoke, Evansville, Fort Wayne and Macon will have the help of a color ad for the new U.I. picture in the Feb. 5 issue of "Parade." The name of each theatre will appear at the bottom of the ad.

●

Striking ads for "Picnic," "The Rose Tattoo," "The Benny Goodman Story" and a table of contents ad for "Ransom" appear in the February issue of "Seventeen."

●

"Comic Knighthood for Kaye" is the title for the review of Danny Kaye's new picture "The Court Jester," appearing in the Jan. 30 issue of "Life."

The review is lead off by a large photo of Danny Kaye wearing an over-sized coat of armour. The comedian's armour has been magnetized by a bolt of lightning. There is a comic photo showing Kaye in a jousting contest in which his opponent's mace is glued to the magnetized shield of Danny Kaye. There are other photos showing comedy situations created by the magnetic knight.

●

The Feb. 7 issue of "American Weekly" will have a two-page color spread devoted to glamorous stars of Hollywood.

Baron, Britain's court photographer, has made color photos of Marilyn Monroe, Jean Simmons, Cyd Charisse, Leslie Caron, Pier Angeli and Jeanmaire for this unusual spread.

●

Eva Marie Saint, Academy Award winner, plays her first comedy role in "That Certain Feeling," co-starring Bob Hope. This new Paramount picture is reviewed in the Feb. 7 issue of "Look."

WALTER HAAS

Seven Groups

TESMA Sets Trade Show Committees

Committees of Theatre Equipment and Supply Manufacturers Association, named to promote TESMA's forthcoming trade show, were announced by president Lee Jones.

The industry's international trade show is to be presented at the New York Coliseum, Sept. 20-24, through the joint efforts of TESMA, Theatre Owners of America, Popcorn and Concessions Association, and Theatre Equipment Dealers Association.

The U. S. Department of Commerce has been of great assistance in promoting the international aspect of the forthcoming trade show, Jones declared, stating that Nathan D. Golden, director of Scientific, Motion Picture and Photographic Division of the Department, had volunteered to work through the Foreign Service Offices to invite participation by foreign manufacturers.

Theatre Owners of America has invited representatives of all theatre organizations throughout Europe to attend its convention.

Names of TESMA's committee members follow:

Trade Show Committee: Oscar R. Neu, chairman, Neumade Products Corp.; Joseph Fetherston, Kollmorgen Optical Corp.; Edward Altman, Capitol Stage Lighting Co.; Larry Davee, Century Projector Corp.; V. J. Nolan, National Carbon Co.

Membership Committee: Ben Adler, chairman, Adler Silhouette Letter Co.; Fred Aufhauser, Projection Optics Co.; George Marchev, Cordos Corp.; M. D. Faige, Norpat Sales, Inc.; Al Boudouris, Eprad Co.; Ed Lachman, Carbons, Inc.; Fred Matthews, Motiograph, Inc.

Advertising Committee: Arthur Hatch, chairman, Strong Electric Corp.; Harold Wendt, Wendt Advertising Co.; Bob Hoff, Ballantyne Co.; Larry Davee, Century Projector Corp.; Leonard Satz, Raytone Screen Co.

Dealers Liaison Committee: W. A. Gedris, chairman, Ideal Seating Co.; Tom La Vezzi, La Vezzi Machine Works; M. H. Stevens, Bausch & Lomb Optical Corp.; Jack O'Brien, Radio Corp. of America; Lee Jones, Neumade Products Corp.; Merlin Lewis, executive secretary.

Membership Acceptance Committee: Tom La Vezzi, chairman, La Vezzi Machine Works; Emil Kern, J. E. Robin, Inc.; A. E. Meyer, International Projector Corp.; F. W. Keilhack, Drive-In Theatre Mfg. Co.; Hal Huff, Hal I. Huff Mfg. Co.

Theatre Liaison Committee: Larry Davee, chairman, Century Projector Corp.; Jack O'Brien, Radio Corp. of America; A. A. Ward, Altec Lansing Corp.; Bob Hoff, Ballantyne Co.; Fred Matthews, Motiograph, Inc.

President Lee Jones and executive secretary Lewis are members ex officio of all committees.

George Epp Retires

George J. Epp, veteran Universal Pictures Company home office projectionist, who has retired after more than 38 years with the company, was feted at a luncheon by several hundred of his friends at Universal.

Recipients of the 1956 Brotherhood Awards of the National Conference of Christians and Jews at the amusement industries division dinner last night were Samuel Rinzler (far left), Robert W. Dowling (center), and Thomas F. O'Neil (far right). William J. Heineman (second from left) and Spyros S. Skouras (second from right), co-chairmen of the Brotherhood campaign, officiated.

N.C.C.J. Honors Three

(*Continued from page 1*)

chairman, made the presentation of the awards.

The 1956 Brotherhood Award dinner marked the 16th anniversary of the amusement world's participation in the Brotherhood effort sponsored by the National Conference of Christians and Jews and launched the amusement industry's national campaign for Brotherhood Week, which will be observed Feb. 19-26. Eighteen thousand motion picture theatres across the country, with newspapers, radio and television, will support the program fostering better understanding among Americans of all faiths.

Four Films Used

The program featured sequences from four films illustrating the objectives and principles of brotherhood—20th Century-Fox's "Gentlemen's Agreement," Paramount's "Going My Way," M-G-M's "The Good Earth," and United Artists' "The Jackie Robinson Story." Actors Ernest Borgnine, Victor Borge, Luise Rainer and commentator Quentin Reynolds presented a narrative underscoring the theme of each scene. Musical entertainment was provided by Irina Matari of National Opera of Israel.

The ceremonies began with an invocation delivered by Rev. Robert H. Graham, associate editor of "America," and were climaxed by the presentation of the gold plaques to Dowling, Rinzler and O'Neil in honor of their achievements in the field of human relations.

William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the Brotherhood Drive, officiated at the testimonial.

Finalize Philadelphia Plans For Brotherhood Week

PHILADELPHIA, Jan. 31. — Ted Schlanger, exhibitor chairman, and Charles Zagrans, distributor chairman of industry participation in Brotherhood Week, today met with their staffs to finalize plans for the joint exhibitor-distributor meeting which will be held Monday in the RKO projection room.

An agenda for the meeting was set up, including the introduction of important civic figures.

Consolidated Shows Its New Laboratory

Consolidated Film Industries' new 57th Street plant was unveiled yesterday at an inspection tour and cocktail party attended by leading executives of the motion picture and television industries.

Douglas T. Yates, director of the Republic Pictures operation stated that the new laboratory aims at utmost speed in processing. It is equipped with high-speed spray-developing machines which are based on patents controlled by Consolidated.

The 30,000-square-foot laboratory is equipped to handle color or black-and-white in 16mm., 35mm. or the wide-screen ranges. Air conditioned, the plant aims at completion of prints in either 16mm. or 35mm. in one hour, if necessary, said Yates.

Lemmon to Emcee 'Photoplay' Awards

Jack Lemmon will emcee "Photoplay" Magazine's 12th annual Gold Medal Award banquet honoring the most popular actor, actress and motion picture of the past year, as determined by a polling of the public. The presentations of the awards will be made on Feb. 9, at Hollywood's Beverly Hilton Hotel.

RKO U.K. Meeting

LONDON, Jan. 31.—Sales representatives from all RKO British branches will attend a special sales conference here Friday following their presence Thursday night at the premiere of Howard Hughes' "The Conqueror" at the Odeon Theatre, Marble Arch.

May Ease Taxes

New Regime i France to Sca Film Problem

By HENRY KAHN

PARIS, Jan. 31.—The new Fren Parliament, now in session, is sche uled to give attention to a number industry problems in the near futu Among them are theatre taxati film censorship and revision of t Cinema Centre.

High theatre taxes imposed by t last Parliament have become such burden that some may have to clo In addition, there is some feeling favor of placing some curbs on m nicipal taxes. The new Parliame may act on both.

Film Banning Now Easy

Under present conditions, films a proved by the official censorsh board, which includes industry re resentatives, can be banned by t Minister of Commerce or, even, municipal officials. The various co flicts of authority will be discuss and the situation clarified, it believed.

Revision of the Cinema Centre, hangover from the War years a now considered superfluous by t industry, also is regarded as like An institute made up of cinema terests, but under government co trol, may be proposed as a repla ment for the Centre, it is felt.

'Goodman' Salute In Chi. Tonight

CHICAGO, Jan. 31.—A capac turnout of Chicago's civic officials a social leaders as well as Illinois st dignitaries and entertainment wo personalities are expected at the Co gress Hotel here tomorrow night the "Salute to Benny Goodman" fur raising dinner of Hull House, C cago's settlement guidance center the underprivileged.

The Hull House "Salute to Ben Goodman" dinner will highlight t two-day homecoming celebration Benny Goodman and Steve Allen part of the world premiere activit for Universal - International's "T Benny Goodman Story" in Tech color, starring Allen and Donna Re and the music recorded by Goodm at the Chicago Theatre on Thursd

'Excellency' to Bow

"His Excellency," J. Arthur Ra feature release, will have its Ame can premiere in six theatres here, t day. Produced by Sir Micha Balcon, the film will open simulta ously at the Symphony and Heigh theatres and the 8th Street Playhou in New York, the Jewel and Ast theatres in Brooklyn, and the Asc Theatre in the Bronx. It is releas here by Joseph Brenner Associat

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 79. NO. 23 NEW YORK, U.S.A., THURSDAY, FEBRUARY 2, 1956 TEN CENTS

tails Set

-J and FTC fficials Agree n Merger Bill

ıst Give 90-Day Notice $10,000,000 Deals

From THE DAILY Bureau

ASHINGTON, Feb. 1.—Officials ıe Justice Department's anti-trust ion and of the Federal Trade ımission have agreed on details pre-merger notification bill.

okesmen for both agencies have iously testified in favor of the ral idea of requiring firms plan- to merge to give advance notice he government. However, they not agreed on details of such lation. Now they have agreed on ils, and a bill will shortly be in- uced to carry out their agreement.

nder the agreement, whenever

(*Continued on page 8*)

T Quarterly et: $203,053

From THE DAILY Bureau

OLLYWOOD, Feb. 1.—Consoli- d net income of National Thea- Inc., and voting-controlled sub- ıries for 13 weeks ended Dec. 24 $203,053, or seven cents per e on outstanding stock, president er Rhoden reported to stockhold- Figures for the same period of previous year were $546,416, or ents per share.

escribing results for the quarter

(*Continued on page 8*)

ansportation Strike ts Balto. First Runs

Special to THE DAILY

TIMORE, Feb. 1. — A citywide et car and bus strike, leaving the ulation here without means of lic transportation, is cutting vily into first-run grosses here. n the major attractions are feel- a pinch. Neighborhood houses, ever, more readily accessible, are ıg quite well, it was learned.

INP Wirephoto

International stars met at the gala premiere in Rome of Howard Hughes' $6,000,000 spectacle, "The Conqueror," which benefitted La Casa Di Riposo Per Cineasti, a convalescent home for motion picture personnel. The glamorous premiere activities at Rome's leading theatre, the Sistina Palace, was one of a world-wide series of capital city debuts of the RKO CinemaScope-Technicolor production. Tonight "The Conqueror" will have a premiere in London. Among the international stars at the Rome event were (left to right): John Wayne, star of "The Conqueror," Rossano Brazzi and Gina Lollobrigida. (*Advt.*)

If Circuits Produce Pictures

Spyros S. Skouras Is Opposed to Pre-emptive Rights to Producers

By LESTER DINOFF

Theatre circuits, including "divorced" affiliates, should be allowed by the Department of Justice to engage in motion picture production and distribution in order to relieve the product shortage, Spyros S. Skouras, president of Skouras Theatres, declared here yesterday.

Reporting that business since the first of the year "has been good due to the quality product," Skouras stated that theatre circuits should be allowed to produce motion pictures "without pre-emptive rights to their own theatres."

Spyros S. Skouras

If a circuit becomes a producer, the exhibition official stated, "its

(*Continued on page 7*)

UA Celebrating Its 37th Anniversary With Playdate Drive

United Artists this week launched a 37th anniversary drive, a 32-week campaign for collections, billings and playdates which will award more than $50,000 in cash prizes to the winners among 32 branches competing in the United States and Canada.

Commemorating the founding of United Artists in 1919, the drive will be co-captained by William J. Heineman, vice president in charge of distribution, and B. G. Kranze, general

(*Continued on page 7*)

First Move

Compo Opens New Campaign Versus US Tax

Confer with Treasury; Cheered by Reception

By J. A. OTTEN

WASHINGTON, Feb. 1.—A delegation of the Council of Motion Picture Organizations called on Treasury Secretary Humphrey today and urged him to go along with elimination or reduction of the Federal admission tax this year.

This was the first approach to the Treasury official since Compo decided to launch a new campaign for admissions tax relief. Members of the delegation said they were cheered by the sympathetic reception they got from Humphrey.

The delegation was headed by Robert J. O'Donnell, national chair-

(*Continued on page 7*)

$927,000 WB Quarterly Net

A quarterly net profit of $927,000, after provision of $1,000,000 for federal income taxes and $100,000 for contingent liabilities has been reported by Warner Brothers Pictures and subsidiary companies.

The net profit for the corresponding three months, ending Nov. 27, 1954, amounted to $1,203,000 after provision of $1,300,000 and $175,000

(*Continued on page 7*)

British Quota Will Remain Unchanged

From THE DAILY Bureau

LONDON, Feb. 1.—The film quota law will remain unchanged during the year commencing next Oct. 1, the president of the Board of Trade announced in the House of Commons today.

Accordingly, the quota will remain at 30 per cent for first features and 25 per cent for supporting program films.

PERSONAL MENTION

NAT TAYLOR, president of Allied Artists Pictures of Canada; **DOUG ROSEN**, general manager, and **DAVE GRIERSDORF**, executive vice-president, have arrived in New York from Toronto.

•

ERNEST ZIEGLER, Universal Pictures salesman in Albany, N. Y., is the father of a daughter born there to **MRS. ZIEGLER** at Albany Hospital.

•

MAX E. YOUNGSTEIN and **ARNOLD M. PICKER**, United Artists vice-presidents, will return to New York over the weekend from Europe.

•

LACY W. KASTNER, president of Columbia Pictures International, will leave New York by plane today for Paris.

•

MARTIN S. DAVIS, Allied Artists Eastern advertising-publicity chief, will leave New York today for Detroit.

•

WALLY CEDAR, recently-named film, radio and TV public relations head at Crowell-Collier, left New York yesterday for Chicago.

•

SILAS F. SEADLER, M-G-M advertising manager, has returned to New York from the Coast.

•

MORT BLUMENSTOCK, Warner Brothers vice-president, will arrive in New York today from the Coast.

•

HAROLD J. MIRISCH, Allied Artists vice-president, left here yesterday for Hollywood.

•

BERNARD BROOKS, chief buyer and booker for Fabian Theatres, has returned to New York from Albany.

•

A. J. BRONSTEIN, president of Bronstein Drive-in Enterprises, Hartford, has returned there from Scranton.

•

RICHARD GREENE has returned to London from New York via B.O.A.C.

Co. Heads to Meet Today on Formula

Company presidents and foreign managers will meet here today to discuss the existing deadlock on efforts to reach an agreement on a world formula for the division of permits.

The foreign managers committee, which has been meeting on the issue over a period of months, was reported to be far apart on the problem, necessitating a meeting of the company presidents for possible new direction.

Asks Duty-Free Items For Trade Show

From THE DAILY Bureau

WASHINGTON, Feb. 1. – Rep. Gwinn (R., N.Y.) introduced legislation to permit duty-free importation of foreign items to be exhibited at the theatre equipment trade show in New York this fall. The show, in September, is being sponsored by the Theatre Equipment and Supply Manufacturers Association.

State of California Honors IA's Walsh

From THE DAILY Bureau

HOLLYWOOD, Feb. 1.–Richard Walsh, president of the IATSE, was awarded a scroll from the State of California, hailing him for his accomplishments in collective bargaining and for his fight against Communism, presented by Lieut. Gov. Harold J. Powers at a testimonial banquet last night in the Beverly Hilton Hotel.

In the keynote address, the IATSE Local 776 business agent, John W. Lehners, cited Walsh's achievements as including the establishment of paid vacations for Hollywood craftsmen; establishment of a cost-of-living formula in contracts; launching of a health-welfare program and the obtaining of the long-sought five-day week.

Lauding Walsh's efforts in ridding unions of Communists, Jack L. Warner said, "Saint Patrick didn't do a better job in Ireland against the snakes."

Board Continues Sessions

HOLLYWOOD, Feb. 1.–The executive board of the IATSE today continued its sessions, dealing entirely with internal matters, but will recess tomorrow for a visit to Disneyland. Meetings will resume Friday, probably ending that evening.

'Picnic' Premieres In 33 Key Areas

At least 36 theatres in 33 key metropolitan areas will premiere Columbia's CinemaScope-Technicolor production of "Picnic" this month, it was revealed here yesterday by the company's general sales manager, A. Montague.

Among the "Picnic" premieres will be one which will serve to open Loew's Theatres' new Riviera in Coral Gables, Fla., on Feb. 16.

In making his announcement, Montague said that at least 14 extra field exploiteers will be employed to augment Columbia's permanent field staff of eight in aiding theatre showmen in developing their promotion campaigns for the "Picnic" premieres.

Technicolor Expands Amateur Processing

Further progress toward Technicolor's entry into the mass consumer color field was indicated yesterday, when Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp. and of Technicolor, Inc., announced that 35mm Kodachrome processing by Technicolor is expected to be available to the amateur photographer in May, 1956. That section of the Hollywood plant which is presently being equipped for amateur Kodachrome processing will represent an investment of approximately $650,000. This sum does not include expenditures for new equipment now being installed or other pre-operating charges, he said.

Dr. Dearing Promoted

At the same time, Dr. Kalmus reported the promotion of Dr. Leroy M. Dearing to the post of technical director for the newly-created amateur color processing division.

Kalmus also stated that additional funds in the amount of $1,200,000 have been appropriated by Technicolor for the increasing amount of research which the company will conduct during 1956 to improve the quality and service of its products for the motion picture industry. Plant facilities of the amateur color processing division are completely apart from present plant facilities of Technicolor and in no way affect the company's capacity to serve the motion picture industry, except as they may indirectly be of help, he said.

Emmick, Co-Founder Of Golden State, Dies

SAN FRANCISCO, Feb. 1.–Eugene H. Emmick, 73, co-founder of the Golden State Theatre Realty Corp., which developed into a circuit totalling 105 theatres, died from a heart attack.

Emmick lived at Atherton, Calif. He came from Evansville, Ind., to California in 1915 when he embarked on a film distributing career in Los Angeles.

He and his associates founded the Golden State Theatre Circuit and built it into the largest independent theatre circuit in Northern California.

In 1947, Emmick and R. A. McNeil sold out to their third partner, Michael Naify, for more than $10,000,000. Naify changed the name of the company to United California Theatres, Inc.

Set 'Lease of Life'

"Lease of Life," I.F.E. Releasing Corp.'s Eastman-color drama starring Robert Donat, will have its New York premiere at the Little Carnegie Theatre on Feb. 9.

... NEWS ROUNDU

Flooded House to Re-ope

The Palace Theatre, Torrin Conn., heavily damaged in last y New England floods, will re- shortly following extensive rem ing, it was announced by Jason atrical Enterprises. John Scanlar will serve as house manager.

■

To Provide GI Shows

Herman Fialkoff, head of the koff Theatrical Agency, has sign contract with the U. S. Governm to provide live stage shows in se army base theatres.

□

Raise Kids' Admission 5c

The Hartford Theatre Circuit raised children's admission p from 25 cents to 30 cents at suburban Lenox Theatre. A si hike went into effect some time a the Burnside, East Hartford, Co

■

Wausa Theatre Sold

John McQuistian, owner of Wausa Theatre in Wausa, Neb. nounced the sale of that theat a group of local business men. owners are W. I. Thomas, Dr. Lundberg and Leonard Pheil.

■

Adopts Student Tickets

Fox-Wisconsin deluxe houses adopted a student ticket plan in waukee. High school students purchase tickets for $1. The chaser is admitted free at the tim ticket is bought. The ticket th punched and, thereafter, a st may attend any of the deluxe h as often as he wishes for 50 until June.

Cinema Lodge Din At Shor's Today

A large turnout is expecte Toots Shor's today for Cinema Lo membership luncheon at which Arthur Lelyveld, national direct B'nai B'rith's Hillel Foundations, be the speaker.

The Cinema Lodge luncheon, is open to all prospective membe the industry, is part of the 195 series designed to tell the " B'rith story." Robert K. Shapiro ecutive vice-president of Ci Lodge, will preside at this sessi

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V.
Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood
Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington,
London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
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Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a y
a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copie

PEOPLE

hn Houseman, M-G-M producer, been named director of the 1956 on at the American Shakespeare ival and Academy, Stratford, n., starting in June. Houseman, recently completed "Lust for " is being given a year's leave bsence by M-G-M.

◆

arry Furst, formerly manager of Plaza Theatre in Stamford, Conn., been named manager of the Pal- Theatre there.

◆

ave Dallas has resigned as city ager for Mid-Central Theatres, hattan, Kans., to open Dallas rprises, an advertising and pub- elations agency. Dallas will also lle road-show attractions. He has in the film industry in Manhat- for 15 years.

◆

everly Miller, president of Kan- Missouri Allied, is one of 30 business and professional men en to accompany **Mayor Roe** le on a good-will tour of South rica.

E gle Lion-Circuit T ial Starts Feb. 8

he Chesapeake Industries - Eagle anti-trust action against RKO atres and Loew's Theatres is set trial on Feb. 8 before Judge ie Dawson in New York Federal rt, it was reported here yesterday.

he former distribution company, h commenced its action against two theatre circuits in October,), contends that it couldn't get a er playoff in New York City and, efore, is seeking damages from circuits.

ccording to reports, the attorneys the plaintiff and defendants are mpting to work out a settlement the suit. Edward and George ery are representing RKO Thea- and Archie Weltman is represent- Loew's Theatres in the suit. Trial sels are Robert Wright and Wil- McGovern.

he action was first argued in before Judge Learned Hand. decision was appealed to the Cir- Court of Appeals which reversed late jurist's decision and sent the -trust suit back to trial in Feb- y 1955.

B okers' Party Mar. 15

he stage production of "The dle of the Night," starring Ed- d G. Robinson, has been chosen the March 15 theatre party of Motion Picture Bookers Club, it announced by Harry Margolis, rman of the affair. The play will n shortly at the ANTA Theatre.

'At Convenience of the Department'

D of J Will Set Date for Its Next Meeting with Joint Allied-TOA Unit

A committee of Theatre Owners of America and Allied States Association representatives will meet with the Department of Justice in Washington to discuss further their joint proposals "at the convenience of the department," according to a TOA representative.

Representatives of TOA and Allied met with Justice officials last week in an attempt to secure governmental approval of their joint plan to allow divorced circuits to engage in film production and for the agency to use its influence in the preparation of an arbitration system for the industry.

The Department of Justice took the two-point proposal under advisement until its next meeting with the joint TOA-Allied committee.

Urged by Association Officials

Myron N. Blank, TOA president; Rube Shor, Allied States head; Abram F. Myers, Allied general counsel and board chairman; Trueman T. Rembusch, past Allied president, and Herman M. Levy, TOA general counsel, all comprising the joint exhibitor committee, proposed that the Department of Justice permit divorced circuits to produce and distribute motion pictures with pre-emptive rights for their own theatres and that the agency use its influence with the Senate Small Business Committee and with the film companies to get the arbitration of film rentals and other selling terms included in the industry arbitration plan.

Screen Gems to Hold First Int'l Meeting

The first international sales convention of Screen Gems, Inc., television subsidiary of Columbia Pictures, will be held at the Hotel Warwick in New York for four days beginning next Thursday, John H. Mitchell, vice president in charge of sales, announced.

Twenty-nine sales representatives from 10 branch offices in the United States and Canada will attend the four-day sessions.

Ralph M. Cohn, vice-president and general manager, will discuss studio and production operations as they relate to both coasts. In addition, the sales representatives will meet the executives of all Screen Gems divisions in New York.

Drawn from All Sections

Sales representatives scheduled to attend the convention include John Nilson, Robert Donnelly and Charles Ferguson, Chicago; Richard Dinsmore and Peter Carey, San Francisco; Henry Gillespie, W. D. Bryan and Henri C. Profenius, Atlanta; Thomas Seehof, Salt Lake City; Ev Jarrett and William H. Gebhardt, Cleveland; A. Frank Parton, Houston; William F. Miller, St. Louis; and Lloyd Burns, Joseph Dunkleman, Hugh L. Bearg and John DeBrow of Screen Gems of Canada, Ltd.

Notables to Attend 'Conqueror' UK Bow

LONDON, Feb. 1. – The Household Cavalry will serve as escort to the Duchess of Gloucester when the charity-sponsored premiere of Howard Hughes' "The Conqueror" has a charity-sponsored premiere tonight at the Odeon Theatre here.

John Wayne, star of the RKO Radio Pictures release, will act as host at the premiere which will benefit the Victory Ex-Services Club and the Special Forces Benevolent Fund.

Mexican Legion Cites M-G-M for Product

MEXICO CITY, Feb. 1.–The Legion of Decency in Mexico has designated M-G-M as the company with the greatest number of "family pictures" and also praised the Roble Theatre here for showing the largest number of pictures suitable for the entire family, it was announced.

This is the third year in succession that M-G-M and the Roble Theatre, the film company's premiere outlet in Mexico, have received this citation.

Try Everything to Aid Film: Kaye

Everything that helps a picture in today's market should be tried, Danny Kaye, now making personal appearances in conjunction with "The Court Jester," said here yesterday.

Kaye, who yesterday made five personal appearances on the Paramount stage, was asked to comment if he thought such appearances helped sell the picture. He replied that he could not be sure, but added that personal appearances can give the picture an added boost, a factor which should not be negated in today's market.

Good Crowd at Paramount

He played to a good crowd at his morning stage performance, drawing frequent applause for his songs and running commentary.

Today, he will leave for Washington for the opening of "The Court Jester" at the Palace, with three appearances slated for him there. From the capital, he will go to Pittsburgh, where the picture opens on Friday at the Penn Theatre. Next Wednesday he is due in London and from there will travel to Paris in conjunction with the picture's European openings. Before the Broadway world premiere, he visited many key cities in the U. S., holding newspaper and radio-TV interviews on "The Court Jester."

MPEA Protests

Capitol Told of Spain, Belgium Tax Increases

From THE DAILY Bureau

WASHINGTON, Feb. 1.–Tax attorneys of the major companies called on State and Treasury officials today to acquaint them with tax problems facing the industry in Spain and Belgium.

Herbert Erlanger of the Motion Picture Export Association said the group did not ask the government agencies for any specific help right now but rather concentrated on "acquainting them with our problems, looking toward the time when we might need government assistance."

57% Boost in Spain

The group complained to State Department officials about a new series of Spanish taxes which results in an extra 57 per cent tax, on top of previous taxes, on income to the American companies from Spanish subsidiaries. Taking note of the fact that the U. S. has a tax treaty with Belgium supposedly outlawing double taxation, the group complained to the Treasury about new Belgian tax rulings which disallow certain deductions for local subsidiaries of U. S. firms and which would result in the local firms paying in tax about 15 per cent to 20 per cent of their gross income.

Accompanying Erlanger were Gerald Cahill of the Motion Picture Association, Albert Fisher of MGM, Roy Kimmerly of 20th Century-Fox, and Benjamin Fincke of Paramount.

Jerry Lewis Is M.C. Of Dinner for Martin

HOLLYWOOD, Feb. 1.–Mervyn LeRoy, general chairman of the seventh annual Humanitarian Awards Dinner to be held Sunday night at the Beverly Hills Hotel, today announced that Jerry Lewis will emcee the event, which honors Tony Martin for "humanitarian and patriotic contributions to nation, philanthropic groups and individuals."

State, civic and industry leaders will attend the function, proceeds from which go to American Medical Center at Denver.

Guy A. Graves, Sr., Dies; Fabian Official

ALBANY, Feb. 1.–Private services were conducted today in Schenectady for Guy A. Graves, Sr., city manager for Fabian in Schenectady since 1945 and a theatre executive for many years. He died Monday in Albany Hospital after undergoing a heart operation. Graves was stricken in Proctor's Arcade several days before, and was first taken to a Schenectady hospital.

WARMEST, HAPPIES
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in

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next
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co-starring
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SHERRY JACKSON
RICHARD EYER

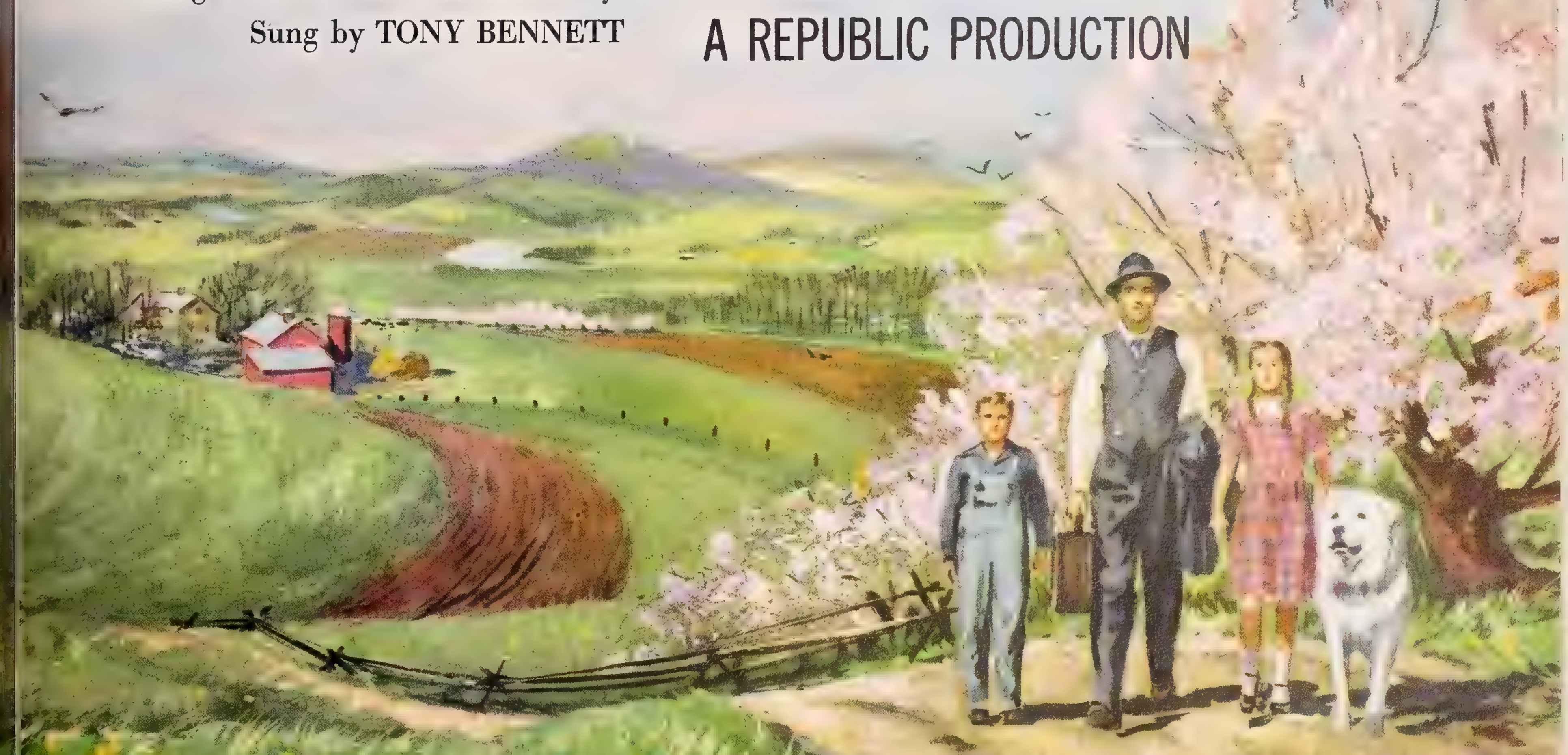
with
EDGAR BUCHANAN · SONNY TUFTS · HARRY SHANNON

WRITTEN BY
MONTGOMERY PITTMAN

DIRECTED BY
R. G. SPRINGSTEEN

Song “COME NEXT SPRING” by LENNY ADELSON and MAX STEINER
Sung by TONY BENNETT

A REPUBLIC PRODUCTION



Litho in U.S.A.

Motion Picture Daily Feature Review

The Bottom of the Bottle

20th Century-Fox—CinemaScope

A TENSE and sometimes depressing melodrama which deals with human emotions in a Cain and Abel situation, and which stars Van Johnson, Joseph Cotten, Ruth Roman and Jack Carson, is 20th Century-Fox's CinemaScope and color by DeLuxe production of Georges Simenon's novel "The Bottom of the Bottle." This is a story which deals with two brothers—one a successful lawyer who runs around with a high society crowd in southern Arizona, and the other an escaped convict with a love for alcohol. Despite its down beat theme, adult audiences will find a measure of interest and entertainment in this drama.

Impressive film-making techniques and talent are employed, thereby again illustrating the many advantages of CinemaScope in wonderful panoramic sequences and the lavish indoor settings which are utilized by producer Buddy Adler and director Henry Hathaway.

Following his escape from prison, Johnson goes to his brother, Cotten, and his wife, Miss Roman, for aid in reaching Mexico. The help is given quite unwillingly at first, as the couple "are keeping up with the Joneses," namely the ranch society crowd headed by Carson. Cotten, to justify the sudden appearance of his brother, tells his friends that Johnson is a mentally sick friend who once had a mania for drink. However, Johnson's desires to reach Mexico and freedom are so strong that he cannot wait for a rain-swollen river to subside, so he attempts to go across on his own and fails.

Upon his return, Johnson resumes his heavy drinking and it is then revealed that Cotten has a black sheep in his family. Fortified with drink, the ex-convict again attempts to reach Mexico, and in his flight runs afoul of the law, steals a gun and takes to the hills. Cotten, pressured by Miss Roman, decides that "blood is thicker than water" and goes to his brother's aid. He also saves his own failing marriage. In the end the brothers are reunited and both feel that life will be better thereafter.

Others prominently featured in the cast are Margaret Hayes, Bruce Bennett, Brad Dexter, Peggy Knudsen, Jim Davis, Margaret Lindsay, Nancy Gates and Gonzales-Gonzales. The screenplay was by Sydney Boehm.

Running time, 88 minutes. Adult classification. Release in January.

LESTER DINOFF

World in My Corner

Universal-Int'l.

AUDIE MURPHY'S strong following, as well as boxing and action fans, should enjoy this new U-I release. As an added bonus, Murphy shares most of his ring scenes with well-known welterweight Chico Vejar, who, for sports enthusiasts, is a show in himself. Apart from that, this Aaron Rosenberg production will provide probably only average interest and diversion.

With the aid of good fight photography by Maury Gertsman, Murphy demonstrates his fistic know-how with swift movement and a generally wholesome appearance, which gives a realistic impression of what a fighter should be. Directed by Jesse Hibbs, the Jack Sher screenplay presents an almost standard situation with the poor boy, Murphy, meeting the rich girl (Barbara Rush). Minor troubles intervening, the film contains the has-been manager well portrayed by John McIntire, the not uncommon offer to throw the fight, and the pressures from the syndicate. In an expected conclusion, Audie decides to play it straight, and wins the bout and the girl.

Exhibitors would be wise to take into account the success of "To Hell and Back" in exploiting this film. Also, boxing fans would be happy to know that popular Chico Vejar is sharing the ring sequences with Murphy.

Running time, 82 minutes. General classification. For March release.

J. W.

Miracle in the Rain

Warner Broth

IN ADAPTING HIS own novel for the screen, Ben Hecht has fashion a sentimental drama which will afford female audiences an opportu y for a good cry. Men may feel the film is overlengthy, and puts too m h emphasis on the heart-rending tribulations of a girl who has lost er lover in the war.

Well photographed in a New York setting by Russell Metty, "Mir le in the Rain" makes good use of Jane Wyman's talents. As a sec e, naive girl who falls in love with soldier Van Johnson, later kille in action overseas, she manages to capture all the expected emotions th unusual tenderness, while Johnson portrays his familiar self with is usual competence. Director Rudolph Mate succeeds in bringing cred to what could be an over-emotional series of events and then exce in making the most of excellently characterized subordinate roles, wit ut which this film could drag on from crisis to crisis.

The Frank P. Rosenberg production, in its earlier scenes, make no hint or reference to the religious aspects of the film which tie it u or a climax, and the audience is apt to be either surprised, delighte or irked by the ending, which stages a real miracle on the steps o St. Patrick's Cathedral in New York. Most of the film makes stock of c nmonplace happenings and feelings so that, when the fantasy type ding is on the screen, it may seem incongruous beside the rest of he film.

It may be wise either to exploit or tone down promotion on the mi le part of "Miracle in the Rain," depending on the exhibitor's knowl ge of his clientele's preference.

Eileen Heckart, as the friend of Miss Wyman, demonstrates exce nt skill at handling a home-spun and confidential role, and Irene Seic r, the next-door neighbor, adds good comic relief to the tear-milking ad ntures of the stars. Peggie Castle makes a pretty but brief appear ce as a stenographer who gets around with the boss.

"Miracle in the Rain" could possibly have its appeal to that l ge segment that enjoys bringing handkerchiefs to the theatre.

Running time, 107 minutes. General classification. For March elease.

JOSEPH WO E

The Killer Is Loose

Crown—United Art

A BETTER than average cast tackles an average killer-breaks-out or revenge situation in UA's "The Killer Is Loose" and the result is a ll-portrayed suspense melodrama which should satisfy action and mys r fans.

With Joseph Cotten as the detective, moderately torn between ve and duty, the Harold Medford script gets the necessary dramatic sh in the direction of law and order. Rhonda Fleming, Cotten's wife, ho keeps urging him to quit the force, is pretty enough and compe nt enough to handle the stock emotions.

Wendell Corey, escaped from the prison farm, descends upon h in an attempt to make good his threats of years before when he had en convicted for his part in a holdup scheme which was solved by Cot n. No single actor shines above another, however, since the scene-ste er in this film is action, co-starred by suspense, and this is the way it sh ld be. Robbery, wiretap, police close-in, bullet volley resulting in he death of Corey's wife; prison break, three murders, dragnet and cli ax romp through this 73-minute film with enough enthusiasm to c npensate for the breezy characterizations presented and the stan rd dialoque employed.

Produced by Robert Jacks, with Budd Boetticher handling the di cting, the film can adorn marquees with three known names. Audie es with cops-and-killers preferences won't be disappointed.

Running time, 73 minutes. General audience classification. For bruary release.

J. V

IEW:

h on Delivery

Radio

WHAT burdened by British ac- predictable situations and a approach to humor, "Cash on ry" seems destined to make slight impression here, despite ppearances of Shelley Winters eggy Cummins.

a Gregson, an English per- growing steadily more popu- vith American audiences, is and effective enough, and robably satisfy audiences here, general, the film's light treat- of marriage, divorce, childbirth amily life makes it more prop- dult material.

s Winters is an American night singer who finds she has in- d two million dollars from an -on condition that her ex-hus- Gregson, has not become the of a boy by a certain date. If s, the money goes to him. Miss rs looks him up in England, ers to her horror that he is now ed to Miss Cummins, who is ex- ng a baby any hour.

girls scream at one another; on finds out that he is not mar- o either lady—and twins (one) arrive on the deadline. But, ms, American and British times and there's daylight saving to be reckoned with, too.

nning time: 82 minutes. Adult ication. For January release.

nny Thomas M.C. Coast Breakfast

S ANGELES, Feb. 1. — Danny as will be master of cere- es at the fifth annual com- on-breakfast for members of the n picture industry in the Los es area, to be held on Sunday, e Hollywood Palladium, it has announced by Doug Bridges of nount, general chairman of the . The breakfast will be preceded e celebration of Mass by His ence James Francis Cardinal tyre at the Blessed Sacrament ch.

dges also announced that Jimmy nte would headline the enter- ent program at the breakfast that Rosalind Russell would be eynote speaker. The Very Rev. les Casassa, S.J. president of la University, will deliver the n at the Mass. The Right Rev. ignor John J. Devlin is Spiritual tor of the Annual Communion fast.

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Compo Opens New Drive

(Continued from page 1)

man of Compo's tax committee, and included Motion Picture Association president Eric A. Johnston, Samuel Pinanski, Joseph Vogel and Robert W. Coyne.

They told Humphrey that the past five months have been exceptionally bad ones for the industry, especially for theatre owners. They urged him to study the industry's detailed figures on receipts and profits, and to let the industry know how far he is willing to go in recommending to Congress that the tax be lowered.

Humphrey Interested

The meeting lasted just about an hour, with Humphrey prolonging the session far beyond its originally-scheduled length by asking many questions and showing great interest in the industry's presentation, according to Coyne.

Coyne said the meeting was aimed chiefly at "breaking ground" for the new tax relief campaign, but that all the industry officials were pleasantly surprised with the sympathetic reception they received from Humphrey. The Treasury Department has been taking the position in testimony before Congress that it is opposed to any major tax cuts at this time.

The Compo delegation promised to supply Humphrey and his top tax aide, Dan Throop Smith, with detailed statistics on the industry's business position. Coyne said he hoped to get these to the Treasury in a week or ten days. They will be aimed largely at showing the groups of theatres in the worst difficulties, with an eye to securing further exemptions to cover these cases.

O'Donnell Pleased

O'Donnell said he and the committee were completely satisfied with the conference and that it was felt that the industry would be given a full opportunity to present facts justifying relief and that the facts would be received and studied by the Secretary and his staff.

"My associates," said O'Donnell, "presented a very convincing case. The Secretary offered us a good opportunity to document this case. With the help of exhibitors in the country this will be done forthwith."

Warner Net

(Continued from page 1)

for taxes and liabilities, respectively.

The net for the current three months is equivalent to 37 cents per share on the 2,474,263 shares of common stock outstanding or reserved for exchange at Nov. 26, 1955. The net for the corresponding period last year was equivalent to 48 cents per share on the 2,474,300 shares then outstanding or reserved for exchange.

More than 83 per cent of the outstanding stock was represented at the company's meeting in Wilmington, Del., yesterday. The stockholders elected Samuel Carlisle, Stanleigh P. Friedman and Samuel Schneider directors for a term of two years.

It was disclosed at the meeting that the company recently purchased, for corporate purposes, approximately 26,500 shares of stock. Additional purchases, it was said, may be made from time to time.

NYC Council to Hold Hearing on Toll-TV

A full-scale public hearing on pay-as-you-see television will be held by the New York City Council at City Hall here on Feb. 9, it was announced by Councilman John J. Merli, Rules Committee chairman.

The council will hear arguments from all interested parties on the resolution introduced by council president Abe Stark, asking the Federal Communications Commission to withhold approval of pay-TV.

"In the interest of fair-play, the council will permit all sides to be heard before acting upon this resolution," Merli stated. Since March 1, 1955, when the resolution was first introduced, the council received many communications and inquiries from representatives of business, labor, civic organizations and the general public on the subject of subscription television. In the opinion of the rules committee, the widespread public interest justifies a hearing in the near future so that the members of the FCC may know the views of the elected representatives of New York's eight million people who own more than four and a quarter million TV sets.

Skouras Opposes

(Continued from page 1)

product should be sold to the theatre which offers the most revenue for the film." Quality product is much in demand, Skouras said, pointing out that if a circuit invests money in a production, the investment is governed by "good business judgment." If an opposition theatre offers more money for a picture, then it would be good business judgment for the picture to be sold to the other theatre before playing the producer's theatre, he said.

Points to Three Films

"There isn't an exhibitor in the United States who wouldn't play a film which has box-office power no matter who produced the picture," Skouras said, adding that his circuit of 44 theatres is continually booking "quality foreign pictures which do well at the box-office." He cited as examples "The Cruel Sea," "The Purple Plain," "Simba" and "Genevive."

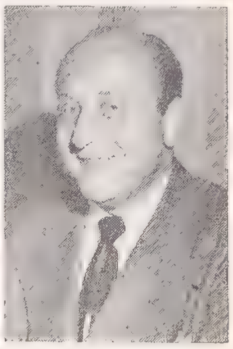
Commenting on his theatre circuit's business, Skouras said that since the beginning of the year, business "has been good," adding that on a whole, the circuit "should do as well as last year and possibly we may do better, due to the better product which is coming in 1956 in comparison to the product released last year."

United Artists

(Continued from page 1)

sales manager. The sales effort simultaneously honors the fifth anniversary of UA's management by Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; Heineman; Max E. Youngstein, vice-president, and Arnold M. Picker, vice-president in charge of foreign distribution.

W. J. Heineman



B. G. Kranze

The 32 domestic exchanges will compete for the $50,000-plus prize purse in three groups of equal grossing potential, with the drive run in three laps of nine, seven and six weeks, climaxed by a 10-week home-stretch period.

Loew Again Meets With Stock Group

The Loew's, Inc., stockholders group, identified with Howard Stein of the Wall Street brokerage firm of Dreyfus & Co., held another meeting here yesterday with Loew's president Arthur M. Loew.

Following the conference with Loew, members of the group held a separate meeting at the Sherry Netherland Hotel. Neither a spokesman for the stockholders group nor a spokesman for management would comment on yesterday's meeting. It is understood, however, that at the first meeting, held last week, Loew turned down the group's request for representation of two directors on the board of directors of Loew's.

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TENT TALK

Variety Club News

The New York Chapter of the Women's Association of Allied Beverage Industries made a contribution of $1,450 to the N. Y. Variety Club Foundation to Combat Epilepsy. The presentation was made at the WAABI dinner at the Advertising Club of New York. Albert G. Gorson, executive director, accepted in behalf of the Foundation. This is the second year that WAABI has contributed to the Foundation. The 1955 donation was $1,100.

△

MILWAUKEE.—The Heart Committee of the Wisconsin Variety Club, Tent No. 14, has been holding meetings for the new research center in the new wing at Mt. Sinai Hospital here. Interviews have been held for a prospective director.

△

BUFFALO.—There will be a general meeting of Tent No. 7, Variety Club of Buffalo, on Feb. 13 at 8:30 P.M. in the club's Delaware Avenue headquarters, according to V. Spencer Balser, property master, who said that chief barker Elmer F. Lux and the crew are intent on making 1956 a "banner year".

△

PITTSBURGH — A 15½-hour telethon, sponsored by Variety Club Tent No. 1, has raised $158,627 for the Rosalia Hospital, the tent's main charity. Starring in the show were Bess Myerson, Randy Merriman, the cast of "The Big Pay-off" and the "Airmen of Note," a band organized several years ago by the late Glenn Miller.

△

LOS ANGELES—"The Secret Life of Joe Sweedie" will be presented on "Four Star Film" on Channel 7, 10 P.M. on Feb. 7 under the auspices of Variety Club Tent No. 25. The film deals with Variety Clubs International and the Heart Award given Sweedie by the Chicago tent some years ago for his charitable activities for children.

Film Stock Tradings Reported by SEC

WASHINGTON, Feb. 1.—The Securities and Exchange Commission reported here that Jack Cohn, executive vice-president of Columbia Pictures, received 1,554 common shares as a stock dividend and sold 7,400 shares, reducing his direct holdings to 63,740 shares, during December.

The SEC also noted that last month Albert A. List, chairman of the board of RKO Theatres and owner of more than 10 per cent of the common stock, made a gift of 20,000 common RKO Theatres shares, reducing his direct holdings to 510,053 shares.

Now Prohibited by Law

Bill Would Permit Girls Under 18 To Work in Theatres in Virginia

Special to THE DAILY

RICHMOND, Va., Feb. 1.—A bill sponsored by the Virginia Motion Picture Theatre Association has been introduced by Senator George M. Warren, Bristol, Va., before the Senate Courts of Justice Committee of the General Assembly which is now in session. This bill would amend the "antiquated" existing law in order to permit girls 16 years old to work in the lighted lobbies, foyers, offices and cashier booths of theatres.

Association Heavily Represented

Col. Robert T. Barton, Jr., general counsel for the V.M.P.T.A., represented the association at the hearing accompanied by the following members of the board of directors: Seymour Hoffman, president, Richmond; Carlton Duffus, executive secretary, Richmond; Morton Thalhimer, Jr., and Floyd Stawls, Richmond; Leonard Gordon, Newport News; E. M. Westfall, Martinsville; Willis Grist, Jr., Lynchburg; and Jack Rumsey, Covington.

The present law of prohibiting girls under 18 from working in theatres goes back to the days of burlesque and risque vaudeville and tends to classify theatres with the laws governing pool room employees, Barton said. Sixteen-year-old girls are permitted by present law to work in mills, factories, restaurants, as carhops and in stores as saleswomen.

Was Voted Out Last Year

This bill, No. 40, is expected to pass the Senate as it did during the last session two years ago. The members of the theatre association are contacting their own representatives to the House of Delegates to explain the merits of the bill, with the hopes of preventing it from being voted out as it was last session due to lack of proper information and understanding by the majority of members of this legislative body.

Mexico Wants More First-Run Outlets

Special to THE DAILY

MEXICO CITY, Feb. 1.—In an effort to improve the situation of the Mexican film industry, the Producers Association here has prevailed upon civic authorities to provide more first run theatres to increase the screening of Mexican-made films.

In discussions with the Mexico City Amusements Supervision Department, the association complained that practically all first-run houses were showing an almost exclusive schedule of American films. Many of the remaining dates are being split among French, Italian, Spanish and British product so that chances for a home film to be shown are small. The association asserts that the home industry is feeling the effect.

Two Circuits in Pacts

Recently, Cadena de Oro (Golden chain), a local and rural circuit, contracted to exhibit Mexican pictures exclusively for 20 weeks to three years depending on the theatre, starting March 1. The three-year policy will be started by the Cine Alameda here, Mexico's original swanky cinema and the circuit's major theatre.

Sargisson Is Named Rank Agent for Spain

LONDON, Feb. 1. — J. Arthur Rank Overseas Film Distributors announces that H. M. Sargisson has been appointed their representative in Spain. He joined the Rank Organisation in March, 1954, and subsequently acted for some time as relief manager in Hong Kong.

Propose One Censor Unit for W. Canada

Special to THE DAILY

TORONTO, Feb. 1.—In a step to incorporate all of Canada under one censorship plan, C. L. Shuttleworth, chief of Manitoba censors, has proposed a single board of censors for all four western Canadian provinces. Presently, each province has jurisdiction over decisions on films although the Manitoba board has been passing on northwestern Ontario and is cooperating with Saskatchewan.

Silverthorne in Favor

Reached for comment on the Shuttleworth plan, Ontario's censor, O. J. Silverthorne, expressed favor of the idea. Quoting a 1946 article written by Silverthorne, he asserted that he thinks "the only logical solution" of the Canadian censorship problem would be consolidation.

"It seems to me," continued Silverthorne, "that we could get along very nicely with fewer boards, one for Quebec, and one for the rest of Canada."

Martin Robinson to Western TV Post

The appointment of Martin J. Robinson as executive vice-president in charge of operations for Western Television Corp. was announced by Matthew Fox. Western is a subsidiary of C & C Super Corp.

Robinson was in sales at Motion Pictures For Television for three years, and when Guild Films became sub-distributor for MPTV product, Robinson was given special sales assignments for Fox.

Evangelistic Group Leases Minn. House

Special to THE DAILY

MINNEAPOLIS, Feb. 1.—The nesota Amusement Co. has sol 64-year lease on the Southside n borhood's Loring Theatre here t Minneapolis Evangelistic Audito Group for a reported $25,000.

The religious organization is pected to vacate the old Alvin atre in the city's Loop area Feb. 6. It is understood that Mann, owner of the Alvin, is rently negotiating with a burle producer who plans to restore shows to the house, which has used for religious meetings fo past two years.

D-J and FT

(*Continued from page* 1)

firms plan to merge and the bined assets of the merged firms be over $10,000,000, they must 90 days advance notice to J and FTC. They would have to s full background information, and any additional data sought b agencies. The firms would be b from carrying out the merger d the 90-day period. If the govern thought the merger illegal, it go to court before the end o 90-day period and seek a prelim injunction, pending a final g ment decision on the matter. F to notify the government or t the required information would the firms liable to a fine of $ to $50,000.

NT Profit

(*Continued from page* 1)

as "typical of the motion pictu dustry as a whole," Rhoden as the decline as due primaril "shortage of quality pictures" noted that the trend appears to been checked by pictures rel since the beginning of the h season. January earnings were parable to those of the pre January, he said.

Gov. Sees $450,000 From N.Y. Film Fes

ALBANY, Feb. 1. — Gov Averell Harriman, in his budget sage to the legislature today, sa ceipts of $365,000 from the picture tax in the first 10 mont the current fiscal year indicate revenue of $450,000 for 1955-5

"No significant change is pated in revenue from this sou 1956-57 and receipts are estima $450,000," he added.

Pointing out that motion pi exhibited in the state are licens the education department at a $3 per thousand feet for origina and $2 per thousand feet for Harriman stated annual revenue these fees "has increased from $49,000 in 1947-48 to slightly over [illegible]0,000 in the past few years."

All
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That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

9. NO. 24 NEW YORK, U. S. A., FRIDAY, FEBRUARY 3, 1956 TEN CENTS

ORIAL

ighing the TOA
l Allied Strategy

By Sherwin Kane

**Theatre Owners of America
tion in "temporarily" aban-
ning industry arbitration for
pport of Allied States in so-
Department of Justice ap-
for production by divorced
s is an abandonment of the
le of round-table conference
or of outside intervention in
dustry's problems.**

**uch, it implies a complete
al of traditional TOA policy.
er or not it will be effective
s to be seen.**

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**ming TOA and Allied succeed
aining Justice Department
al of production by divorced
s, many in the industry doubt
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ng of consequence to the
of product supply.**

**the five divorced circuits,
Warner and National The-
already are committed in
measure to production ac-
the first for Cinerama, the
for CineMiracle. Substantial
nal production commitments
er are regarded as unlikely.**

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**ican Broadcasting-Paramount
es has insisted over the years
Federal consent decree does
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tion. What possible bearing,
as the Allied-TOA move on
PT decision to enter produc-
And, from the best informa-
tainable, there is practically
lihood of RKO Theatres or
Theatres engaging in pro-
at any time in the near
regardless of what Justice
cide.**

**doubtful if, altogether, di-
circuits engaging in produc-
uld account for as much as
f the product likely to be
to this year's—and next's—
by the revived RKO Radio**

r the Allied-TOA joint move

Continued on page 2)

Col. Offers Special 30-Minute Film on 'Harder They Fall'

Columbia Pictures has prepared a special 30-minute short subject comprised of key scenes from the upcoming "The Harder They Fall" and is distributing prints to all 33 domestic branches for showing to exhibitors only.

A. Montague

In making the announcement yesterday, general sales manager A. Montague pointed out that the Humphrey Bogart picture is scheduled for April release and final prints of the feature will not be ready until mid-March. Montague said, "We took the unusual step of

(*Continued on page* 6)

Peck and Bartlett To Make 2 for UA

Gregory Peck and producer-writer Sy Bartlett have signed contracts to produce two films for United Artists release under the banner of their newly-formed independent company, Melville Productions Inc., it was announced by Arthur B. Krim, president of UA.

One of the pictures to be made by

(*Continued on page* 6)

Company Presidents Meet

Set Accord on Global Film Permit Formula

Factors to Be Applied Include Foreign, US Billings; To Extend Over 2-Year Period

Agreement on a world formula for the division of permits was reached here yesterday at a meeting of film company presidents and foreign managers, climaxing more than a year of active negotiations among member companies of the Motion Picture Export Association.

The agreement, which was reached despite reports on the eve of the meeting that the companies were far apart, will extend for a period of two years, after which time the formula will be re-examined.

In dividing up the permits in a given country, the following factors and weights will be applied: 36 per cent of the total permits to be allotted will be allocated on an equal division; 32 per cent of the total permits will be divided up on the basis of the gross of each MPEA company in the particular country involved; 22 per cent of the total permits will be allocated on the basis of U. S. grosses

(*Continued on page* 6)

WB Product Meet Starts Here Today

Warner Brothers product to be released between now and the end of the 1955-'56 season will be described and discussed here at a two-day conference in the home offices. The meeting, called by Ben Kalmenson, vice-president of the company in charge of distribution, will be attended by all local distribution executives and by the organization's district managers.

Ben Kalmenson

Details of promotional campaigns

(*Continued on page* 6)

Myers Sees Senate Hearings Feb. 27

WASHINGTON, Feb. 2.—Allied States' "guess" is that the Senate Small Business Committee hearings on industry trade practices, originally scheduled for today, will take place "the week beginning Feb. 27," Abram Myers, Allied chairman and general counsel, says in a membership bulletin distributed today.

Most of the bulletin is given over

(*Continued on page* 6)

13 Per Cent Ahead of Previous Year

Cash Dividends of Film Companies In '55 Were Highest Since 1951

From THE DAILY Bureau

WASHINGTON, Feb. 2.—Publicly reported cash dividend payments of motion picture companies in 1955 were almost 13 per cent ahead of 1954 and were at the highest level since 1951, the Commerce Department reported.

It put total cash payments last year at $31,436,000, compared with a revised 1954 figure of $27,848,000. The revised 1954 figure was slightly lower than the $28,289,000 preliminary total.

Commerce officials usually figure that publicly reported cash dividend payments account for only about 60 per cent of all dividend payments, so that the total 1955 dividend payments might have actually been well over $50,000,000.

The 1955 figure was the highest since the $35,122,000 reported for 1951. Payments dropped sharply in 1952 and 1953, then started turning up again in 1954.

Commerce said dividend payments in December amounted to $6,116,000,

(*Continued on page* 6)

$2.80 Scale Set for 'Richard III' Here

Ticket prices for Sir Alexander Korda's production of "Richard III," which will have its American premiere simultaneously on television and at the Bijou Theatre here on March 11, will be scaled up to $2.80 for each roadshow performance.

The British film will have its television premiere over the NBC net-

(*Continued on page* 2)

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave here today for Dallas and Houston.

•

Leo F. Samuels, president and general sales manager of Buena Vista, and Jesse Chinich, home office sales supervisor, will return to New York today following a nationwide tour.

•

Thomas Whitesell, Transfilm production supervisor, is the father of a son born to Mrs. Whitesell at White Plains (N. Y.) Hospital.

•

Irving Sochin, Universal Pictures short subjects sales manager, left here yesterday for key cities of the Southwest.

•

Harry Fellerman, head of the special films division at Universal Pictures, will leave New York on Sunday for Jacksonville.

•

Robert C. Dowling, president of City Investing Co., will leave here by plane tomorrow for London.

•

Sir Laurence Olivier is scheduled to arrive here on Monday from London via B.O.A.C. Monarch.

•

Ilya Lopert, president of Lopert Film Distributing Corp., will leave New York tomorrow for London.

•

Claire Bloom will arrive here next Wednesday from London via B.O.A.C. Monarch.

•

Frank King, of King Brothers, will leave here today for England and Germany.

•

Howard Dietz, M-G-M vice-president, will leave here tomorrow for the Coast.

Bob Burns Dies at 64

HOLLYWOOD, Feb. 2. – Bob Burns, 64, retired actor, died today at his home in suburban Canoga Park following an extended illness. The comedian appeared in several Paramount pictures prior to his withdrawal from public activity 10 years ago. The widow and three children, survive.

Briskin, Broidy Named

HOLLYWOOD, Feb. 2.–Samuel J. Briskin has been named chairman and Steve Broidy co-chairman of the motion picture division of the Cedars of Lebanon Silver Anniversary Campaign. The film division's goal is $190,000.

H. J. Anslinger Says Preminger's Attack Was Aimed at B.O.

From THE DAILY Bureau

WASHINGTON, Feb. 2.–U. S. Narcotics Commissioner Harry J. Anslinger charged that the attack on him by film producer Otto Preminger was largely aimed at stimulating box-office receipts for "The Man With the Golden Arm."

The matter came up during Anslinger's testimony before a House Appropriations subcommittee holding hearings on his agency's requested budget for the year starting next July 1. The hearings were held last week, and made public today. After some discussion of Anslinger's criticism of the film and Preminger's counter-attack on Anslinger, Rep. Sieminski (D., N.J.) asked Anslinger to state for the record his feeling as to why Preminger had attacked him so violently.

Answers 'Off the Record'

"I will have to answer that off the record," the narcotics chief replied, and an off-the-record discussion followed, according to the printed record of the hearings.

"So that we can say, Doctor," Sieminski then observed, "that this attack on you in the press that has taken place has been motivated by rather sordid approaches?"

"It had to do with the money expected through the theatre tickets," Anslinger replied. "The producer, Otto Preminger, contrived to bring about a controversy so as to get good box office."

Objected to the Ending

Earlier in his testimony, Anslinger had indicated that he objected strongly to the hopeful ending of the film. In the book, he told the subcommittee, Frankie commits suicide at the end. "But not in the movie," he said. "That would not be good box office. In the motion picture the story ends with him going off with his girl friend."

TNT to Telecast Electrical Show

The closed circuit facilities of Theatre Network Television will bring the electrical industry's mass market development program, "Live Better Electrically," to 79 locations across the nation to an audience of 35,000 when the show is telecast next Wednesday, it was announced by Nathan L. Halpern, TNT president.

TNT is producing and directing the show, which will mark the 95th big-screen closed-circuit presentation by the company, Halpern stated. Following the show, the audience will hear executives of the individual electrical utilities outline their product promotion.

Editorial

(*Continued from page 1*)

to have prices and terms for films included in arbitration, any recommendation by Justice to that effect would be utterly meaningless. Distribution remains opposed to arbitration of film terms and there is no means of forcing it to accept that method of doing business.

From all appearances to date, the latest TOA-Allied flirtation has succeeded only in further alienating distributor sympathy for exhibition's real and urgent problems and delayed the day of their solution. It is doubted in some quarters that industry arbitration can be revived, even if the will to do so is present later on.

•

As of this writing, the consequences of the obviously hasty, though calculated, exhibitor action appear to be something less than negative. It may enliven the later Senate Small Business subcommittee hearing, but that, too, promises no prompt remedial measures for the ills of the trade, and no ultimate restrictions that are not likely to be shared by exhibition, even as it continues to share the consequences of the anti-block booking and theatre divorcement "remedies."

There is no substitute, it would still seem, for sitting down around the conference table and attempting there to work out amicable understandings. And if you don't get all you're asking for at the first sitting, go back again—and again.

'Scope 55 Showings In 7 Canada Cities

Following the demonstration of CinemaScope 55 in Toronto on Wednesday of this week, 20th Century-Fox has scheduled six additional showings of the new medium in key cities of the Dominion.

Demonstrations, each to be held at 9:30 a.m., will take place as follows: Capitol Theatre, Vancouver, B.C., Feb. 24; Capitol Theatre, Calgary, Alta., Feb. 27; Capitol, Regina, Sask., Feb. 29; Capitol Theatre, Winnipeg, March 2; Palace Theatre, Montreal, March 5, and the Paramount Theatre, St. John, N.B., March 7.

Col. Acquires 'Fortune'

Columbia Pictures announced yesterday it had acquired worldwide distribution rights to the forthcoming film version of the novel, "Fortune Is a Woman," which is to be produced by Frank Launder and Sidney Gilliat.

Chicago Censor Law Is Again Under Fir Repeal Being Sough

Special to THE DAILY

CHICAGO, Feb. 2. – Alderm Leon M. Depres has announced tl he will renew his efforts to end fi censorship by the city immediate His statement followed the report t week of David J. Shipman, master chancery, holding Chicago's cens ship ordinance to be unconstitution particularly as it related to Tin Films' "Game of Love."

Depres predicted that a state le islature move also will be made withdraw film censorship pow from the city of Chicago.

He has maintained that city fun used for censorship could be used better advantage, particularly by i creasing the city's police force. T censorship ordinance is administer by the Police Department. Up now, Depres has lacked the supp of other city officials in his an censorship efforts.

'Richard III'

(*Continued from page 1*)

work on March 11 at 2:30 P.M. und the sponsorship of General Mot and will make its theatrical debut 8:30 P.M. in a charity opening the Bijou Theatre the same day.

The picture, which runs nea three hours, will open to the pub on March 12 with two shows p day. "Richard III" will also ha the same policy when it opens at t Playhouse in Washington on Mar 12. On Saturdays, there will be t additional shows, at 5:30 P.M. a 11:30 P.M.

Eight Players to Aid On Academy TV Nit

HOLLYWOOD, Feb. 2.–Geor Seaton, president of the Academy Motion Picture Arts and Sciences t day announced the appointment the following players to act as h and hostesses for the Academy nor inations telecast on Feb. 18 ov NBC-TV: William Holden, Judy H liday, Edmund O'Brien, Tony Curt Glenn Ford, Celeste Holm, Pip Laurie and Jack Lemmon.

Alan Handley will produce t program.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CI 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

/illiam A. Parker, former manager of he Ritz Theatre in Alabama City, A , has been appointed by the Cresce Amusement Co. as manager of th Princess Theatre in Decatur, Ala.

¤

vi Kolitz, author and executive p ducer of the Israeli film, "Hill 24 D sn't Answer," will address a meeti of the New Haven, Conn., Jewis Welfare Fund today.

¤

im Hart, of Atlanta's Local F-49, h been installed as president of the g up. Other officers taking part in th ceremony were **Sewell Sudderth,** v -president; **Carl Hardin,** business a nt; **Jim Corbett,** financial secreta ; **Barbara Sills,** business secretary, a **Mary A. Ward,** sergeant-at-arms.

¤

tis Morris, former manager of the S lite Drive-In, has been transferred to he Brundidge Theatre in Brundi ge, Ala.

¤

. H. Geissler, with Wil-Kin Thea- tr Supply Co. for the past 20 years, h been promoted to general sales m ager in Atlanta.

Wardrobe Stylist to T ur for 'Alexander'

avid Ffolkes, who created the w drobe for United Artists' Cin- m Scope production of "Alexander th Great," has been scheduled by U to make appearances at 34 de- pa ment stores and before 28 w nen's clubs to describe his work in designing the costumes for the pi ure.

he personal appearance tour is pa of a fashion promotion spotlight- in the Robert Rossen production at k retail outlets and on television a radio shows in the 32 exchange a s of the U. S.

S lmon to Florida

o enable Montague Salmon to f regain his health, following a s s of accidents, George F. Skouras is ending the managing director of th Rivoli Theatre here to Florida o n extended vacation. Despite his sl recuperation, Salmon has been d cting the Rivoli since his re- o ning with the world premiere o 'Oklahoma!".

T Career Forum

series of forums on "Careers in R io and Television" at New York U versity will be held under the a pices of the division of general ed cation by arrangement with Guild F s Co., producers and distributors of TV film programs.

Prudential's Walter Higgins

Says Need for New Talent Will Increase Production

By JOSEPH WOLFE

Producers will be forced by circumstances to produce more pictures to meet the needs of developing new talent, according to Walter H. J. Higgins, general manager of Prudential Playhouses here. Commenting on the product shortage and its effect on the industry, Higgins asked: "How long can these stars of yesterday continue on?"

Citing the Audience Awards poll tallies, he estimated that only two of the first 16 male actors at the head of the list were "newcomers," while another four were "young and recent" in attaining popularity. The remaining 10 had been in the limelight "a long, long, time," he said.

"They've got to make new stars," Higgins asserted. "They'll all soon realize it and product will be more plentiful then."

On an optimistic note, Higgins said he felt the producers would not try to "kill the golden goose" with shortsightedness.

Wants More Cooperation

Concerning distribution policies, he remarked that the great burden of "entrenching the picture habit" in the younger generation had fallen on the exhibitors, while cooperation from the companies had been "lukewarm" at times. "In this respect," Higgins said, "the film companies are not looking to the future."

Citing the case of Prudential's "Little League" showings during alternate Saturday mornings in non-winter months, Higgins pointed out that the early morning kiddie shows tend to integrate films into the youngsters' schedule, as well as aid local charities. Current "Little League" plans call for total proceeds of the ticket sale going to pre-arranged community charities.

Mrs. Cahill, 84

A Solemn Requiem Mass will be held tomorrow at 10:00 A.M. at St. Jean The Baptist Church here for Mrs. Catherine Cahill. Mrs. Cahill, 84, mother of Warner Bros.' Frank E. Cahill, Jr., coordinator of technical activities, died at her home in New York City, Feb. 1. She is also survived by a daughter, Mrs. Catherine Brown, and one grandchild.

Simonelli Addresses Chicago Jr. C. of C.

CHICAGO, Feb. 2.—Just as research and man power are important in the future planning of industry they are important in the production and selling of a motion picture, Charles Simonelli, Eastern advertising and publicity department manager of Universal Pictures, told the Junior Chamber of Commerce at its special testimonial luncheon to Benny Goodman and Steve Allen at Marshall, Field and Co. here today.

Charles Simonelli

Simonelli is here for the world premiere of Universal-International's "The Benny Goodman Story," at the Chicago Theatre today. The title of his talk was "Love and Marriage," stressing the love of people all over the world for great music and great entertainment through the medium of motion pictures and the marriage through "The Benny Goodman Story" of five great industries: music, record, radio, television, the motion picture.

Praises Steve Allen

Emphasizing that "The Benny Goodman Story" was on the planning boards at Universal for almost two years and that the company had developed a new piece of motion picture manpower in Steve Allen, star of the film, Simonelli likened the production stages of the picture, its preselling to the public and finally its world premiere to an important new product brought out by any other industry.

'The Oscar Derby' of Texas COMPO Follows 'Oscar Race' of Last Season

Special to THE DAILY

DALLAS, Feb. 2.—"The Oscar Derby," an outgrowth of, and improvement on, the highly successful "Oscar Race" of last season, is being planned by Texas COMPO. The "Derby" will give cars, radios, color TV sets, electrical appliances, etc., as prizes to contestants selecting the six Academy Award winners in the categories of "best" picture, actor, actress, supporting actor, supporting actress and song. Ballots will be distributed by participating merchants, but all ballots must be deposited at the theatre.

The project will be heavily advertised by promotional material which has been copyrighted, but which has been made available at cost to others who may wish to use the "Derby" idea.

Sees '55 Under '54

TV in Canada Threat to B.O., Taylor Warns

By LESTER DINOFF

Motion Picture theatre business in Canada during 1955 was considerably lower than in 1954 due to the rapid expansion of television, according to Nat Taylor, president of International Film Distributors of Canada, who yesterday disclosed here that the company will shortly expand its operations "to include fields allied to the film industry."

Taylor is in New York from Toronto with his newly named executive vice-president David Griersdorf, and general manager Douglas Rosen, for conferences with American producer-distributors. Griersdorf, who also is a partner in International Film Distributors, recently resigned as general manager of Odeon Theatres of Canada to become associated with Taylor and Rosen.

Sees Pattern Changing

"Motion pictures are no longer a time-waster," Taylor declared. "Television is that now and it is causing a changing pattern in our business." The Canadian film executive said that in 1954 attendance was down eight per cent and grosses off three per cent in comparison to previous annual figures. He said that while 1955 figures are still unavailable, he is of the opinion that last year's exhibition business would be considerably lower than the 1954 figures as "90 per cent of the population of Canada is now within range of television."

"The public at one time used to go to see films when it had nothing to do at home," Taylor said. "But now that television is more readily accessible in Canada, the public stays at home instead of going to the theatres," he said.

Calls for 'Good Product'

Taylor opinionated that in order to once again attract the public to film theatres, "the industry must have a lure that primarily is good product."

"You can't make pictures without dollars, but dollars don't make films," Taylor asserted. "Films are comparable to books; there is an audience for all types," he said. "Motion pictures should be tailored and sold to meet the demands of the market," Taylor said.

International Film Distributors release Allied Artists, Italian, Rank and other product in Canada.

Elliott Shapiro, 60

Elliott Shapiro, 60-year-old music publisher, died suddenly yesterday of a cerebral hemmorhage at his home here. For more than 40 years Shapiro was associated with his uncle, Louis Bernstein, in the music publishing firm, Shapiro, Bernstein & Co.

"SEEING IS BELIEV

NATIONWIDE THEATRE SCREENINGS!

Because the great news about "MEET ME IN LAS VEGAS" has exploded like a bomb-shel from Coast to Coast *(see Preview Report below)* and requests for screenings are coming i from everywhere, M-G-M will show this sensational entertainment in Exchange Centers from Feb. 13th to 16th *(inclusive)* for exhibitors, press and opinion-makers. Invitations are in th mail with date, theatre name and address for your locality. Don't Miss it. It's a MUST! If you don't get your invitation soon, call your M-G-M Branch.

"I'll go out on a limb
and predict it
will
be the
Gold-Mine
Attraction
of 1956!"

NG!"

PREVIEW GETS HIGHEST RATING!

Here's why you must see it for ourself! At its first theatre screening at Loew's 72nd St. Theatre, N. Y. last week, "MEET ME IN LAS VEGAS" equalled previous record-holders "An American In Paris," "Singin' In The Rain" and opped "Seven Brides." That's the opinion of the audience as shown n the Film Research Surveys poll.

Mr. Exhibitor,
Theatres Everywhere,
U.S.A.
U.S. MAIL

"Invitations are in the mails. If yours gets lost, come anyway."

The News Spreads Like Wildfire! It's the Talk of the Industry!

M-G-M presents in
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DAN DAILEY • CYD CHARISSE

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JIM BACKUS · OSCAR KARLWEIS
LILIANE MONTEVECCHI · CARA WILLIAMS

and GUEST STARS

JERRY COLONNA · PAUL HENREID
LENA HORNE · FRANKIE LAINE
MITSUKO SAWAMURA

Screen Story and Screen Play by **ISOBEL LENNART**
SONGS:
Music by NICHOLAS BRODSZKY • Lyrics by SAMMY CAHN
Choreography by HERMES PAN
Photographed in EASTMAN COLOR
Directed by **ROY ROWLAND**
Produced by **JOE PASTERNAK**

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WARNER BROS.' TRADE SHOWINGS FEBRUARY 9TH

EVE ARDEN as "OUR MISS BROOKS"

Also starring GALE GORDON · DON PORTER · ROBERT ROCKWELL Screen Play by AL LEWIS and JOSEPH QUILLAN
Based on the CBS Television program series "Our Miss Brooks" A Lute Production
Produced by DAVID WEISBART • Directed by AL LEWIS • Presented by WARNER BROS.

ALBANY
20th Century-Fox Screening Room
1052 Bway. · 2.00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. · 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. · 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. · 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. · 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. · 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. · 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. · 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. · 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. · 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. · 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. · 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. · 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 So. Vermont Ave. · 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. · 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. · 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. North · 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. · 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. · 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. · 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. · 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. · 1:30 P.M.

PHILADELPHIA
Warner Projection Room
230 No. 13th St. · 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies · 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. · 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South · 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. · 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. · 2 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. · 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. · 10:30 A.M.

ARE YOU A COUPON CLIPPER?

Most coupon clippers are far-seeing. They can recognize a good investment at less than 20 paces.
There are various types of coupons. The one below suggests a good investment, too. Smart showmen who clip this particular coupon are taking a short-cut to an investment that pays dividends in perfect sound, satisfied patrons, and vanishing service worries.

Mail it today and join 6,000 service-happy exhibitors.

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MOTION PICTURE SOUND

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SERVICE CORPORATION

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New York 13, N.Y.

ALTEC SERVICE CORPORATION
161 Sixth Avenue • New York 13, N.Y.
Please have an ALTEC representative call, without obligation, to inform me about your service contract.
Also please mail copy of booklet—
THE ALTEC SERVICE STORY.

Theatre

City and State

Ask for

Myers Sees

(*Continued from page* 1)

to Myers' account of the recent Allied-Theatre Owners of America deal to attempt to relieve the film shortage and have film rentals included in any industry arbitration plan. In an effort to accomplish this Allied agreed to join TOA in a petition to the Department of Justice and the Senate Small Business Committee for permission to divorced circuits to engage in production with pre-emptive sale rights to such product reserved for the circuits' theatres. TOA agreed to "temporarily" withdraw its approval of the arbitration plan and to join Allied in insisting upon inclusion of film rentals in the plan.

Charge Distributors Disapprove

The Myers bulletin charges that distributors actually are cool to arbitration and displayed renewed interest in it only in an effort to present a plan to the Senate Small Business Committee hearing. After impugning distributor motives and calling trade papers, including this one, names for publishing anonymous distributor reactions to the TOA-Allied deal, Myers reminds that "name-calling breaks no bones."

The bulletin anonymously reports a new type of exhibitor complaint involving the withholding of pictures from subsequent runs on the chance that they may win an Academy Award and would have greater value as re-runs in pre-release houses.

Warns of 'Three First Runs'

"Exhibitors who have suffered from pre-releases," he writes, "may soon find not two but three first runs crowded in ahead of them—a pre-release run, a regular release run and an Academy Award run."

WB Product

(*Continued from page* 1)

will be outlined for 13 of the company's forthcoming features. They are: "Serenade," "Giant," "The Spirit of St. Louis," "Goodbye, My Lady," "The Searchers," "The River Changes," "Moby Dick," "Miracle in the Rain," "Santiago," "The Animal World," "The Steel Jungle," "Our Miss Brooks" and "Seven Men from Now."

Peck and Bartlett

(*Continued from page* 1)

Peck and Bartlett will be the forthcoming Theatre Guild production, "Affair of Honor," now in rehearsal for a March opening on Broadway. Peck and Bartlett have acquired the screen rights from the Theatre Guild and from Bill Hoffman, author of the play.

Cash Dividends

(*Continued from page* 1)

the highest for any 1955 month and well ahead of the $5,498,000 revised figure for December, 1954. The increase over the 1954 month was due chiefly to an extra dividend by American Broadcasting-Paramount Theatres, the Commerce officials reported.

Global Plan

(*Continued from page* 1)

of each member company; an
per cent of the total permits wi
based on the grosses in the follo
six countries, United Kingdom,
many, Cuba, Sweden, the Philip
and Italy.

The above represents the basic
ments of the agreed-upon for
details of which still are to be i
out by the foreign managers. O
the details, which will be looked
is the situation arising out of an
right sale of films by some sn
MPEA company abroad and the
of gross billings in such a situ

It is the first such formula
adopted by the MPEA and i
pected to end the lengthy wra
over permits which usually foll
film pact abroad.

Limit on Gain, and Loss

Another important element o
agreement is the provision that n
company can either gain or lose
than one permit per year. This
vision, it was stated, will come
play following the application o
agreed-upon formula in a
country. The limitation will not
true in the initial application o
formula, it was added.

The first application of the for
may be in the division of Jap
permits, the total number of
will be agreed upon in the new
to replace the present one, whic
pires in April. In the past, the
anese government as well as
Italian government divided up
mits granted American compani
the face of the failure of Ame
film companies to come to an a
ment among themselves on the
sion of permits.

Johnston the Meeting Chairm

The importance of reachi
world formula has been stresse
peatedly by MPEA president
Johnston, who acted as chairm
yesterday's meeting. Company
dents in the past have joined h
stressing the urgency of agree
which finally was reached yest
after months of intensive negoti
by the 10-man foreign managers
mittee. The committee, foll
study of various proposed forn
threw the problem back into th
of the presidents.

Columbia Offers

(*Continued from page* 1)

putting together this two-reel sy
film in order to give exhibitors a
ing of the impact of this film
in advance of release as pos
Exhibition, in general, has been
ing for reduction of the time bet
completion of a top grade prod
and its release.

The special reels, with conti
commentary provided by Colu
executive producer Jerry Wald
clude key scenes from all imp
sequences of the story. In additi
Bogart, Rod Steiger, Jan Ste
newcomer Mike Lane and f
boxing champions Joe Walcott
Max Baer are seen in the foota

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 25. NEW YORK, U. S. A., MONDAY, FEBRUARY 6, 1956 TEN CENTS

ces Senate View

lbright Asks wer Tax on nall Firms

otion Would Assist r Theatre Circuits

From THE DAILY Bureau

HINGTON, Feb. 5.—Sen. J. Fulbright (D., Ark.) has d lower Federal corporate tax small businesses.

ehalf of himself and 10 other s, Fulbright introduced on Fri- bills designed to cut the rate ller firms. At present, the first of corporate earnings is taxed cent and any earnings above at 52 per cent. Fulbright d that the rate be 22 per cent first $25,000 and 53 per cent rest.

proposal is said to be of con-e interest to small theatre which have been operating

(*Continued on page* 10)

ness Requires lucers Operate Theatres: Zukor

A lph Zukor

ph Zukor, chairman of the of Paramount Pictures and tatesman of the industry, said lay that he was convinced that if Theatre Owners of America and Allied States succeed in their attempt to get Department of Justice clearance for divorced circuits to enter production the fair-mindedness of the exhibitors would impel them to t the producer - distributor's o provide theatre outlets for roduct.

have no objection to exhibi- aking pictures," Zukor said at conference in the company's office board room. "Those ex-

(*Continued on page* 7)

INP Wirephoto

The final opening in a series of world-wide glittering capital-city premieres for Howard Hughes' "The Conqueror" was held in London at the Odeon Theatre, Marble Arch, with an impressive array of prominent individuals attending. Her Royal Highness the Duchess of Gloucester, aunt of Queen Elizabeth, greets John Wayne, star of the CinemaScope-Technicolor production, while Robert S. Woolff (center), RKO's Managing Director for the United Kingdom, looks on. On his first European trip, Wayne participated in premieres in Paris, Rome and Berlin. (*Advt.*)

Reviewing the M-G-M CinemaScope production:

MEET ME IN LAS VEGAS

DAN DAILEY AND CYD CHARISSE romp through a happy selection of songs and dances in this production which appears destined for excellent box office results. Photographed beautifully in Eastman Color and invested with the added promotional possibilities of such catchy numbers as "The Girl with the Yaller Shoes" and "If You Can Dream," as well as an impressive roster of guest stars, the exhibitor has a well-rounded

(*Continued on page* 6)

Television Today

IN THIS ISSUE **PAGE 11**

- **Television Today conducts an unusual field-test—sends unarmed reporter into the housewife's world of afternoon programing.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

Cites Goals

Balaban Sees Record Period ForParamount

Optimism Based on His Recent Visit to Studio

By MURRAY HOROWITZ

A record-breaking two-year period, beginning with 1956, was forecast for the grosses of Paramount product at the box-office by Barney Balaban, Paramount Pictures president, who predicated that the slate of product to be made available in 1956-1957 will outgross the product line-up of any combined two previous years in the history of the company.

Barney Balaban

Balaban, addressing a press conference on Friday, said he was making his optimistic forecast on the basis of his recent

(*Continued on page* 7)

Coast Charities Drive Got $1,155,748 in '55 From 22,309 Donors

From THE DAILY Bureau

HOLLYWOOD, Feb. 5.—A total contribution of $1,155,748 was made by 22,309 donors during 1955 to the Permanent Charities Committee of the Motion Picture Industry, it was disclosed here tonight by Willis Gold-

(*Continued on page* 10)

Name RKO Eastern Story, Talent Heads

Don Moore will head RKO's new Eastern story department and Benn Jacobson will be RKO's new Eastern casting and talent representative, William Dozier, vice-president in charge of production, announced.

Moore will move over to RKO from

(*Continued on page* 4)

PERSONAL MENTION

MORT BLUMENSTOCK, Warner Brothers vice-president, returned to the Coast from New York over the weekend.

•

MAX E. YOUNGSTEIN, United Artists vice-president, and FRANCIS M. WINIKUS, his executive assistant, will return to New York tomorrow from Paris.

•

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, returned to New York over the weekend from Chicago and Omaha.

•

WALTER BRANSON, RKO Radio vice-president in charge of worldwide sales, returned to New York at the weekend from Hollywood.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will leave here today for Atlanta and Jacksonville.

•

JULIUS GORDON, of Jefferson Amusement Co. and East Texas Theatres, and secretary of Allied States, is in New York from Beaumont, Tex.

•

MARTIN S. DAVIS, Allied Artists Eastern advertising-publicity chief, has returned to New York from Detroit.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Cincinnati.

•

RUDY BERGER, M-G-M Southern sales manager, will leave Washington on Wednesday for Fayetteville, N. C.

•

P. T. DANA, Universal Pictures Eastern sales manager, left New York over the weekend for Pittsburgh and Washington.

•

LIDA LIVINGSTON, vice-president of the Ettinger Co., left here by plane for Chicago yesterday.

•

LEO JAFFE, Columbia Pictures vice-president, left here yesterday for Hollywood.

•

ROBERT CRAVENNE, delegate general of Unifrance, has returned to Paris from New York.

•

BERT ENNIS, Altec Lansing Corp. director of publicity, has left New York on a tour of key Southern cities.

•

BARNEY BALABAN, Paramount president, left for the Coast over the weekend for an extended stay.

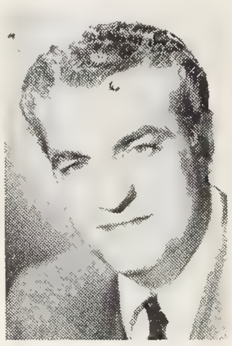
IMPDA to Put Insignia on All Product Its Members Release; Mayer Reelected

An insignia, signifying membership in the Independent Motion Picture Distributors Association, will be available to that organization's members for imprint on all product which they distribute, it was announced at the weekend following an IMPDA membership meeting at the Trans-Lux Corp. board room here.

Besides taking action on the insignia, the IMPDA re-elected Arthur L. Mayer as president and Max A. Goldberg as vice-president. Other officers elected were Fae R. Miska, secretary, and Peter Horner, treasurer.

IMPDA directors elected were Richard Brandt, Richard Davis, Jean Goldwurm, Edward Harrison, Edward Kingley, Ilya Lopert and Benjamin Schrift.

Weitman to CBS As Vice-President


R. M. Weitman

Robert M. Weitman has been named vice-president in charge of program development for the Columbia Broadcasting System's television network, it was announced here at the weekend by J. L. Van Volkenburg, CBS-TV president.

Weitman, who will assume his post on Feb. 15, will report to Hubbell Robinson, CBS vice-president in charge of network programming. Weitman last week resigned his vice-presidency of American Broadcasting-Paramount Theatres and of the American Broadcasting Co.

Fox Detroit Stage Show Ups Gross

DETROIT, Feb. 5.–The Fox Theatre here inaugurated a one-shot stage program, a "Rock 'n Roll" show consisting of 12 acts plus three Rock 'n Roll sextettes, which resulted in a $57,000 week.

A heavy promotion campaign, starting a month in advance, was put over by Bob Bothwell and Jean Kennedy who used full-page cooperative newspaper ads in two colors. Charging a $1.50 top, the house had the biggest weekend gross in years, according to the management. The picture was M-G-M's "A Dog's Life."

During the run of the stage policy, trailers were used to promote "East of Eden" and "Battle Cry" and business continued good.

Other exhibitors in Detroit are planning to follow the same policy.

Charles Grapewin, 86

LOS ANGELES, Feb. 5. – Charles Grapewin, 86, veteran motion picture actor, died here at his home in Corona.

World Film Permit Formula Clarified

A clarification of the new agreed-upon formula for the division of permits was made here at the weekend.

It was stated that under the formula, 32 per cent of the total permits will be allocated on the basis of U. S. grosses of each member company, combined with the grosses of each respective company in the six countries of the United Kingdom, Germany, Cuba, Sweden, the Philippines and Italy. Previously it had been erroneously reported that 22 per cent of the total permits will be allotted on the basis of U. S. grosses and 10 per cent on the basis of grosses in the six countries.

Skouras, Einfeld in Talks with Wilson

High level discussions centering on United States Air Force cooperation for 20th Century-Fox's forthcoming CinemaScope release, "On The Threshold of Space," were held in Washington, between Secretary of Defense Charles Wilson and other top government officials and Fox president Spyros P. Skouras and Charles Einfeld, vice president.

The parleys, set plans of national and local significance in the launching of the attraction dramatizing the work of the Air Research and Development Command and aero-medics under the Surgeon General.

Robinett Named Fox Manager in Seattle

Chilton Robinett has been named manager of 20th Century-Fox's Seattle exchange, effective today, succeeding Jack Burk, who has resigned. Robinett was previously salesman in the company's Portland office.

Craft Earnings Up

HOLLYWOOD, Feb. 5.–Studio craft workers, earnings averaged $127.28 in December, according to the monthly report of the State Division of Industrial Relations. Figure compares with $125.60 in November and $128.32 in the preceding December.

LETTER

TO THE EDITO

• • •

SIR:

Can the big producers se writing on the wall, or do th pect to go out of business o in business? The big produce making fewer pictures—some and some not so good. Tak consideration what has hap the last two years. The s producers have gone ahead have kept their picture releas tact. Some are releasing mor tures, and the foreign pictur getting more playing time. T producers have cut their pr tions and are not giving th hibitors the pictures they n remember a few years back a producer would sell you 5 tures and tie up your playing and certain other producers be left out on a limb.

They talk about tele Television last year spent ap mately $300,000,000 in prod pictures. Don't the big pro realize if they put the exhi out of business and release pictures through television, every producer offers their pi to television, then it will buyers' market and the produ have only one outlet. The pro ought to wake up and kee theatres going if they want t in business.

It isn't that the 10% ta the various organizations are ing on to be eliminated—it i that the theatres need mor tures in order to keep oper We can always pay the 10% we have good shows.

SAMUEL GOLDSTEIN, Pre
Western Mass. Theatres
Springfield, Mass.

Lieser Joins IFE i Pittsburgh, Buffa

Lewis J. Lieser has joined Releasing Corp.'s sales forces, announced by Manny Reiner, ge sales manager for the company

Lieser, who operated his ow exchange in Buffalo, has given independent operation to take I.F.E. sales representative i Pittsburgh and Buffalo areas fr De Gennaro. De Gennaro mo I.F.E.'s Washington office, rep Arthur Manfredonia who ha signed.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copi

"WELCOME!"

"And thanks
to the exhibitors of
the United States
and Canada for
uniting with showmen the world over
to make possible:
AN M-G-M PICTURE
ON EVERY SCREEN
OF THE WORLD!"

M-G-M's WORLD-WIDE HOLLYWOOD CONFERENCE STARTS TODAY!

A hearty and affectionate greeting from all the M-G-M family in America to our visiting associates from abroad who assemble in Hollywood today. We join the entire industry in saluting each of you who has helped to bring honor and respect to our international organization. We wish you a happy and successful conference in California and a safe journey home.

P. S. It's fitting that "GUYS AND DOLLS" *(Samuel Goldwyn's Production, distributed by M-G-M)* and "I'LL CRY TOMORROW" top the hit parade and that "MEET ME IN LAS VEGAS" is the talk of the industry. You'll see them all and other coming M-G-M BIG ONES like "GABY," "THE SWAN," "TRIBUTE TO A BAD MAN," "THE LAST HUNT," "LUST FOR LIFE," FORBIDDEN PLANET," and more.

PEOPLE

Murray Alvey, Warner Pathe News cameraman in Washington, has been elected vice-president of the White House News Photographers Association.

◆

Mrs. Alice Baxter, formerly secretary-booker of the Roy Gross circuit, Cleveland, has joined Allied Artists. Gross, no longer active in the management of the Stillwell and Bedford Theatres, plans to close his office in the Paramount building.

◆

Victor R. Manhardt, president of the Vic Manhardt Co., theatre supply firm in Milwaukee, has purchased one of the town's leading supper clubs, The Blue Dahlia, which he will operate in addition to his theatre equipment enterprise.

◆

Allen B. Du Mont, Jr., has been promoted to the position of assistant to the manager of the television receiver division at Du Mont, Clifton, N. J. He is the son of **Dr. Allen B. Du Mont**, chairman of the board and founder of Du Mont Laboratories.

◆

Martin Starr, Hollywood commentator for the Mutual Broadcasting System, will cover the "gala" invitational premiere of "Forever Darling" at Jamestown, N. Y. tomorrow.

◆

Sol Horowitz has been engaged as assistant film buyer of the Allied Buying and Booking Organization of Chicago. Horowitz, who will assume his duties with Allied today, has been associated with the Chicago film industry for more than 18 years.

◆

Jim Hart of Columbus Pictures in Atlanta has been appointed office manager replacing **Lamar McGarrity.** McGarrity has taken over the late **Railey Davis'** position of sales representative.

First Franco-Mexico Film Starts March 5

MEXICO CITY, Feb. 5.—The first co-production in line with the recently made Franco-Mexican film treaty is scheduled to start on March 5. The picture, tentatively titled "Death in the Garden," is to be made in Mexico and France at a cost of $560,000.

Exteriors for the film are to be made at Tuxpan, Gulf of Mexico port in Vera Cruz. Interiors will be made in France. Eastmancolor and widescreen, possibly CinemaScope, will be used.

From 20 Foreign Countries

Loew's Overseas Representatives Start Sessions at Studio Today

From THE DAILY Bureau

HOLLYWOOD, Feb. 5.—Arthur M. Loew, president of Loew's, Inc. and Loew's International, tomorrow will open the first of a week's meeting of the company's 78 sales representatives from all over the world at the M-G-M studios with the assurance that 20 foreign countries will have representation of 100 per cent for the showing of an M-G-M picture in all theatres during this week. In many of the other countries the representation for M-G-M films are at their peak in comparison with prints available.

Dore Schary, vice-president in charge of production, will be co-host with Loew at the meetings. A full program of activities has been scheduled for the delegates during the week, the agenda to include screenings of at least seven recently completed M-G-M pictures and parts of those now in production.

The domestic sales and promotion departments are being represented by Charles M. Reagan, vice-president in charge of sales, and Howard Dietz, vice-president and director of advertising, publicity and exploitation, who will be among the principal speakers. Members of Loew's International home office executive staff as well as several studio executives also will speak to the visitors.

The 20 foreign countries which have reported full M-G-M representation on the screen for their theatres are Belgium, Chile, Cuba, Eire, Finland, France, Holland, Hong Kong, Israel, Italy, Mexico, Norway, Panama, Peru, Philippine Islands, Puerto Rico, South Africa, Spain, Sweden and Switzerland. Japan has reported better than 97 per cent, Great Britain, 95 per cent; and other countries with the same percentages in the high nineties include Argentina, Austria, Australia, India, Indonesia, Portugal, and Thailand.

Also attending the Loew's International sales convention are Orton H. Hicks, Charles Pati, William Zimmerman, Sam Burger, Ronald Carroll, Arthur Egbert, Paul Crane, Dave Blum and Arthur Pincus, all home office executives.

Sinatra Completes Brotherhood Films

Frank Sinatra has completed a special Brotherhood promotional film which will be shown in more than 18,000 theatres throughout the country during Brotherhood Week, Feb. 19-26, it was announced by William J. Heineman and Spyros S. Skouras, Jr., national co-chairman of the interfaith campaign sponsored by the National Conference of Christians and Jews.

The filmed appeal by Sinatra will seek to enlist the support of Americans of all creeds in the Brotherhood effort, and will keynote the campaign undertaken by the nation's showmen in behalf of Brotherhood Week.

The reel, which was made by M-G-M, will be distributed by the newsreel divisions of M-G-M, Paramount, 20th Century-Fox, Universal and Warner Pathe.

Mexico to Send Its Films to Argentina

MEXICO CITY, Feb. 5.—Mexican pictures have started a comeback in the Argentine. Peliculas Mexicanas, old-line independent distributor of Mexican films abroad, is sending a representative and 20 selected films to Buenos Aires, manager Juan Banderas announced.

Cooperation of the new Argentinian government is counted upon to re-establish Mexican pictures, it is intimated. Mexico will reciprocate by welcoming Argentinian pictures, which have been singularly few in Mexico for some time.

Mich. Allied Maps Convention Plans

DETROIT, Feb. 5.—The convention committee of Allied Theatres of Michigan has announced tentative plans for the annual state convention to be held here on April 4 and 5 at the Hotel Tuller.

Registration on Wednesday, the 4th, is to be followed by a business meeting, a luncheon in the hotel's Sky Room, matinee of "Oklahoma!" and Variety Club's annual banquet. Thursday's schedule includes a morning business session, focussing on current business practices, a meeting concerned with concession operation for drive-ins and convention theatres, a theatre equipment program, the annual election of directors and officers, and a final business session to be followed by a dinner-dance to be held at Elmwood Casino in Windsor, Canada.

The convention committee is composed of William Wetsman, William Clark, Carl Buermele, Alden Smith, Milton London and Irving Belinsky.

ACE Annual Dinner Is Set for March 3

HOLLYWOOD, Feb. 5.—The American Cinema Editors' sixth annual special awards banquet has been set for March 3 in the grand ballroom of the Beverly Hilton Hotel here. The affair will honor the film editors nominated for the Academy and Emmy awards. Special A.C.E. awards will be presented to each nominee also. A.C.E. president Warren Low will preside.

RKO Names

(Continued from page 1)

CBS-TV in New York, where h
been manager of the story and
department for about three year
or before March 1. For four
he served as Eastern story edito
Warner Bros. Moore was an asso
editor of "Cosmopolitan" mag
for eight years and editor of "Ar
for six years before joining War

Jacobson, who will handle
casting and talent in the East b
ning Feb. 13, was a talent and
ing executive for M-G-M in
York for 10 years. He served
similar capacity for Eagle Lion
cently, he operated his own te
sion and theatrical agency in M
Beach.

SW Shifts Manage In Mass. and Conn

HARTFORD, Feb. 5.—Manag
shifts in Connecticut and Massa
setts theatres have been disclose
Harry Feinstein, zone manager,
ley Warner Management Corp.

Harold Cummings, formerly
ager of the Meadows Drive-In,
ford, goes to the Capitol, Spring
Mass., succeeding Jean DuBarry,
served as acting manager after
recent death of A. A. Sette.

Jean DuBarry has been n
manager of the Warner Th
Bridgeport, Conn., succeeding
Simons, transferred to the P
South Norwalk, Conn., replacing
liam Landers, who becomes ma
of the Palace, Norwich, Conn.

Coronet in 'Frisco Books 'Oklahoma!

SAN FRANCISCO, Feb. 5.—"
homa!" will receive its Northern
fornia premiere at the Coronet
tre here on Feb. 17.

San Francisco will be the f
city to present "Oklahoma!," in T
AO, which is now being show
New York, Chicago and Los An

N.Y. Circuits Win TV Station Bid

WASHINGTON, Feb. 5.—A
eral Communications Comm
hearing examiner recommended
a Buffalo TV channel be award
Great Lakes Television Co.

Kallet Theatres, Inc., owns a
third interest in Great Lakes
Cataract Theatres Corp. owns a
sixth interest. Kallet also owns W
in Utica, N. Y.

The examiner recommended
award to Great Lakes over two
peting applicants.

Ryan V-P of D & C

James P. Ryan has been elec
vice-president of Donahue &
Inc., New York advertising ag
He joined the agency six years
as a copywriter and was made a
count executive four years ago.

NEW LENS!

Bausch & Lomb

CINEMASCOPE

35mm Projection Lens

for use with 2 25/32″ diameter prime lens

NEW PRICE!

ONLY

$240.00

per lens,
or $480.00
per pair

Now! Bausch & Lomb brings CinemaScope within the reach of *every* theatre . . . even to the smallest size and budget! This new lens, too, is made to B&L standards of optical quality. It projects clear, sharp CinemaScope images . . . a fitting companion to the B&L CinemaScope Lens that set the standard for the industry. Lens cost is no longer an obstacle to your CinemaScope installation . . . so ACT TODAY! (Prices on the complete line of B&L standard CinemaScope Lenses remain unchanged.)

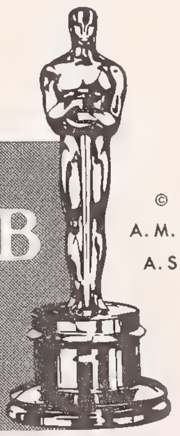
SEE YOUR B&L DEALER . . .
OR PHONE, WRITE, OR
WIRE B&L DIRECT TODAY!

Start your extra CinemaScope profits rolling in. Ask for literature and demonstration Bausch & Lomb Optical Company, 74102 St. Paul Street, Rochester 2, N. Y. (In Canada General Theatre Supply, Toronto, Ont.)

Academy Honorary Award for optical service to the industry

BAUSCH & LOMB

SINCE B&L 1853



©
A. M. P.
A. S.

. . . NEWS ROUNDUP

Ala. Receipts Reported Up

Theatre receipts in Alabama for October, 1955, were up 9.1 per cent over September's totals, according to the University of Alabama's Business Research Bureau in Birmingham. But the survey, based on sales tax collections, revealed that the figures were 3.3 per cent lower than those compiled a year ago.

■

Baltimore to Get Todd-AO

The Baltimore Film Centre Theatre, owned by Isador M. Rappaport, has contracted to install Todd-AO equipment and will open Feb. 22 with "Oklahoma!", using a reserved seat policy.

■

Film a Top UAL Item

Film was among the 10 top cargo commodities carried by United Air Lines in 1955, according to R. L. Mangold, manager of cargo sales. Ranked by total weight flown, the nine other leading freight items shipped during the year were machines and machine parts, cut flowers, electrical equipment, auto parts and accessories, printed matter, wearing apparel, hardware, aircraft parts and equipment and advertising matter.

■

Buys National Vendors

National Vendors, Inc., St. Louis, has been sold to Universal Match Corp. It is reported that the present management of National Vendors will continue with Albert F. Diederich as president and Thomas B. Donahue as vice-president and treasurer.

■

Installs 'Cry Room'

Grace Piccione, owner-manager of the Apollo Theatre in St. Louis, has installed a crying room where mothers may retreat with weeping offspring. The crying room, part of the Apollo's remodeling program, is completely enclosed and soundproof.

'Conqueror' to Open Here on March 30

Howard Hughes' "The Conqueror," which has just finished a series of world-wide capital-city premieres for local charities, will make its New York debut on March 30 at the Criterion Theatre, it was announced on Friday by Walter Branson, RKO's vice president in charge of world-wide distribution.

The $6,000,000 RKO picture will begin pre-release engagements on Feb. 22, with general distribution set for March 28.

Meet Me in Las Vegas

(CONTINUED FROM PAGE 1)

musical calculated to please a wide audience. And with it, plenty of exploitation possibilities to gather in extra dollars.

Miss Charisse impresses in lavish, light classical production numbers, choreographed by Hermes Pan, as well as in some uproarious, hip-swinging, knee-kicking parodies of night club entertainment. Later, away from the bright Las Vegas lights, she hoofs in a gingham dress with Dailey and the ranch hands to the tune of the "Yaller Shoes" song, adding charm and homespun intimacy to her performance.

Dailey plays a rancher who loses year after year at the gambling tables until he meets Miss Charisse, a prideful ballerina. Cyd comes down a peg or two when Dailey takes her on a tour of the clubs, winning at every table because of her "lucky" presence. From there on in, things follow a familiar path with Paul Henreid, her manager, trying to end the relationship but failing, but the screenplay, by Isobel Lennart, never hampers "Meet Me in Las Vegas." Nor does it get in the way of the musical treats. It is always light and entertaining.

Making brief guest appearances in the Joe Pasternak production are Lena Horne and Frankie Laine, also the 12-year-old Japanese find, Mitsuka Sawamura, and Jerry Colonna. Most of the music credits go to Nicholas Brodszky and Sammy Cahn who have written the tunes. An outstanding number is "Frankie and Johnny" with a new set of words by Cahn. With Sammy Davis, Jr. singing the lyrics and Miss Charisse's magnificent dancing, this number will be remembered by many for excellent word-of-mouth.

Produced in CinemaScope and directed by Roy Rowland, "Meet Me in Las Vegas" has much for the enterprising showman to capitalize on.

Running time, 112 minutes. General classification. For March 9 release.

JOSEPH WOLFE

Le Roy Lauds Martin At Awards Dinner

HOLLYWOOD, Feb. 5.—Presenting the seventh annual Humanitarian Awards Plaque to Tony Martin at banquet ceremonies in the Beverly Hills Hotel tonight, Mervyn Le Roy told the singer:

"You have been singled out to be honored with this award by your fellow Americans because of your love for humanity, your conscientiousness in alleviating suffering among your fellow men, your patriotic devotion to your country and unselfish contributions in entertaining members of the Armed Forces."

Previous Humanitarian Award recipients are Mrs. Eleanor Roosevelt, Paul G. Hoffman, Danny Kaye, George Jessel, Dore Schary and Drew Pearson.

Berger Circuit Sues To Recover Penalty

MINNEAPOLIS, Feb. 5.—Suit to recover a 50 per cent penalty for failure to renew a $400 city operating license for the Lyceum Theatre on time was filed here last week in Hennepin County District Court by Stanley Kane, counsel for Berger Amusement Co., operator of the house.

The Minneapolis theatre licensing ordinance provides that the $400 license fee is due on May 1 and imposes a penalty of 10 per cent per month up to a total of 50 per cent for failure to comply. The Berger suit charges that the penalty is excessive and asks return of the $200.

TV Film Association Plan at Standstill

Plans for the formation of a television film industry association, which would be set up along the lines of the Motion Picture Association of America, "have ground to a standstill" because of the lack of funds, according to a television film executive.

Many of the major TV film distributors had pledged themselves to become dues-paying members of the association and had appointed a committee to draw up a charter, "but they never came through with the support," he said.

The TV film official said that a number of industry figures still have plans for an organization and that some preliminary talks have been held in recent weeks.

Giveaways Increase In Conn. Theatres

HARTFORD, Feb. 5.—Audience giveaways—kitchenware, dinnerware, dishes and the like—are on the increase again in Connecticut.

Fishman Theatres has started a new kitchenware giveaway at the Rivoli, Dixwell and Howard, New Haven, on Mondays and Tuesdays. New kitchenware deal has started on Thursdays and Fridays at the Community, Fairfield. Chinaware is being distributed on Tuesdays and Wednesdays at the East Haven Capitol, and the Sampson-Spodick-Bialek Empress, Norwalk, has a new dinnerware deal.

Studies Trends

Sees Featu Film Mark On TV Bett

The television market for fe
films is "getting better" in the op
of Barney Balaban, president of
mount Pictures.

Balaban at his press conference
day was asked whether Paran
was contemplating the sale of it
features to television. He respo
by reminding reporters of his
mony before the Federal Comn
cations Commission about three
ago when he informed the con
sion that Paramount would sell
ture films to TV when the com
thought the "market was right,
ferring to price. Saying that
thought the market had gotten
since that time, Balaban adde
hope that the market may im
still further. Paramount will con
its study of the market, he state

He said Paramount had no pr
plans to produce a TV series, bu
"ambitious plans" for the opera
of its Sunset Blvd. property in H
wood, which has been remodel
accomodate TV production. Of
12 or 13 stages being made r
five or six will be set for use w
60 days. The stages, to be use
Paramount's subsidiary, KTLA,
rented to other TV producers, sl
supply substantial revenues, Ba
added.

Breakfast Attende By 1,700 at Palladi

HOLLYWOOD, Feb. 5. —
than 1,700 Catholic members o
film industry this morning atte
Mass at Blessed Sacrament Ch
presided over by His Eminence J
Francis Cardinal McIntyre, and
Fifth Annual Communion Brea
at the Hollywood Palladium.
Charles S. Casassa, presiden
Loyola University, delivered the
mon in the church, and Bishop
thy Manning spoke at the Palla
Right Rev. Monsignor John J. D
is spiritual director of the A
Communion Breakfast.

Rosalind Russell delivered the
cipal address at the Palladium,
Danny Thomas served as emcee
Jimmy Durante had charge o
entertainment program, which
cluded Marina Koshetz, vocalist
Muzzy Marcellino and his orch

Muse Forms Compan

HOLLYWOOD, Feb. 5.—Cla
Muse and Albert Glasser have
nounced incorporation of Cla
Muse Enterprises, with first pr
tion, planned for simultaneous
tion picture and stage versions,
"Dr. Jekyll and Mr. Hyde in
lem," a modern operatic work i
"Porgy and Bess" tradition.

Two Record Years Expected by Paramount

op Product Described By Balaban

(*Continued from page* 1)

o visit, where he screened forthng product and conferred on e Paramount projects.

essing the company's two leadpictures, "The Ten Commands" and "War and Peace," Bala- expressed his convinction that "are certain to roll up record es."

Discussion All-Inclusive

s interview, in addition to delvnto Paramount's product line-up, ed a wide range of topics, inng the company's interest in TV, the possible sale of Parat's old features to TV, his ghts on the administration of the uction Code, and a forecast of nount fourth quarter earnings.

e Paramount president said that company earnings for the final ter of the 1955 fiscal year which d in December, "will be equal e highest quarter we have had the formation of the company." aid the fourth quarter would in- a capital gain of about $800,- resulting from the sale of Parat cartoons and short subjects to A similar capital gain was ed up the previous year, growout of the liquidation of some s in Canada, he stated, pointing he two previous years' record earnings.

Inventory Investment High

laban estimated Paramount's innent in its inventory of pictures considerably over $50,000,000," highest in the company's history, rlining Paramount's belief that motion picture is "still the greatorm of mass world entertainment conceived."

1956, Balaban continued, Parant will release 18 pictures, add- that the company may add to schedule if the opportunity is ent. He went on to say that the pany had completed all its roster ictures for 1956 and a substantial -over for 1957.

Two Top Films This Year

egarding releasing plans for the pany's two leading productions, ban said that it was hoped to n the initial engagements of r and Peace" in August, and start at least two engagements of e Ten Commandments" late in year. In response to a question, said both pictures will have to priced at advanced admissions. ed about the sales policy regard- "The Ten Commandments," Balaban said that none had been decided as yet.

He estimated the negative costs of Cecil B. DeMille's "The Ten Commandments" at not less than $12,000,000, and, as to "War and Peace," Balaban said it was extremely difficult to fix the costs of that picture, although it will be "right on top" of any film turned out by the industry, with the exception of "The Ten Commandments," listed by Balaban as the most costly in the history of the industry.

Overseas Showings Planned

Answering a query, Balaban said that "The Ten Commandments" and "War and Peace" also will be opened abroad before the end of the year, adding that there usually is a three or four months' dubbing lag before a picture is ready for release overseas.

Attending the press conference in addition to Balaban were Adolph Zukor, chairman of the company's board of directors; George Weltner, president of Paramount Film Distributing Corp.; Jerome Pickman, vice-president in charge of advertising and publicity of Paramount Film Distributing Corp.

Balaban, asked about the current drop in the New York Stock Exchange of the price of Paramount Pictures stock, indicated that one factor may be that thousands of shares of the company's stock, held in trust as a consequence of divorcement, had been sold subsequent to the first of the year. The trusteed stock involved the unexchanged shares of the pre-divorced Paramount Pictures Co., which stockholders were to redeem for separate Paramount Pictures and theatres stock.

Backing Stage Production

Balaban, turning to other questions, said that Paramount was financing the Broadway stage production of "Li'l Abner," which will be made into a picture by the studio. He denied there was any hold-up in the play-off of "The Rose Tattoo" in order to cash in on a possible Academy Award.

Other pictures mentioned by Balaban with a high grossing potential, either in release or set for release soon, included "The Rose Tattoo," "The Court Jester," "Anything Goes" and "The Vagabond King."

Balaban went on to say that on his recent trip to the studio, he saw "The Proud and Profane," a Perlberg-Seaton production which, he said, tops "The Country Girl"; "The Mountain," starring Spencer Tracy, Robert Wagner and Claire Trevor; Bob Hope's "That Certain Feeling," and Alfred Hitchcock's "The Man Who Knew Too Much."

Color TV Sets Now Can Retail Under $400, Using Chromatic Tube, Balaban Declares

Color TV sets now can be made to retail under $400, with the use of the tri-color tube developed by Chromatic Television Laboratories, Inc., partially owned by Paramount Pictures, according to Barney Balaban, president of Paramount Pictures.

He foresaw the possible sale of such sets in the 1956-1957 market if manufacturers of TV sets would "get busy." For the last six or seven weeks, pilot models of such sets have been on display here for study by equipment engineers. He said Paramount had no plans to go into the manufacture of such sets, adding that it was up to the industry to adopt the more economical set, developed by Chromatic, which will license the manufacture of its tube and circuit.

The set, utilizing the Chromatic tri-color, will require no servicing, Balaban added. Present costs of color TV sets range from $650 upwards, with a $150 per year servicing charge. Balaban said the projected $400 Chromatic set employs a 22-inch color TV tube.

Zukor Hopes For Solution to Exhibitor Woe

(*Continued from page* 1)

hibitors are fair-minded people — Bennie Berger, Abram Myers, Trueman Rembusch, Walter Reade and Myron Blank," Zukor said. "I'm sure they will see to it that if they are permitted to make pictures with preemptive rights going to the divorced circuits' theatres that producer-distributors should have the right to provide theatre outlets for their product.

"Otherwise, there would be a blocked market which outsiders couldn't get into. The exhibitor-producers' theatres would be tied up with their own pictures. I'm sure these exhibitors realize that if producers-distributors also weren't authorized to operate theatres the entrance of the divorced circuits into production would lessen, rather than increase, the available product, because other producers would not risk huge sums in production with the divorced circuit theatres closed to outsiders.

Warns of 'One-Way Street'

"These exhibitors will want everything to be done fairly, so I am sure they will suggest to the government that producer - distributors be permitted to operate theatres. Otherwise it would be a one-way street."

Zukor said he could see nothing new in the current exhibitor complaints. "The same ones were made to General Film Co. 50 years ago. They have been around as long as I can remember and they haven't been solved yet," he said.

Barney Balaban Feels

Code Administration Change Need Forced by Divorcement

A change in the administration of the Production Code, recognizing the problem of enforcement caused by divorcement, was advocated here by Barney Balaban, president of Paramount Pictures, and a member of the newly-formed standing committee on self-regulation, established by the Motion Picture Association of America.

Since divestiture of theatre operation from production and distribution companies, Balaban contended that the Production Code Administration had lacked a "whistle," "gun" or "club," to prevent the exhibition of pictures without a Code. He compared the current situation with a producer going ahead with a picture, costing more than a modest budget, knowing that the picture will not get a Code Seal, to the situation before divorcement, when such a producer wouldn't "dare to risk" such a procedure, with the large circuits tied to film companies pledged to uphold the Code and liable to penalties if they did not.

The problem, which Balaban called apart from the Code itself, has been recognized the past three or four years and should have been solved, he added. He said he expected the MPAA standing committee on self-regulation to begin its meetings within a month.

Arbitration Draft May Go to SSB

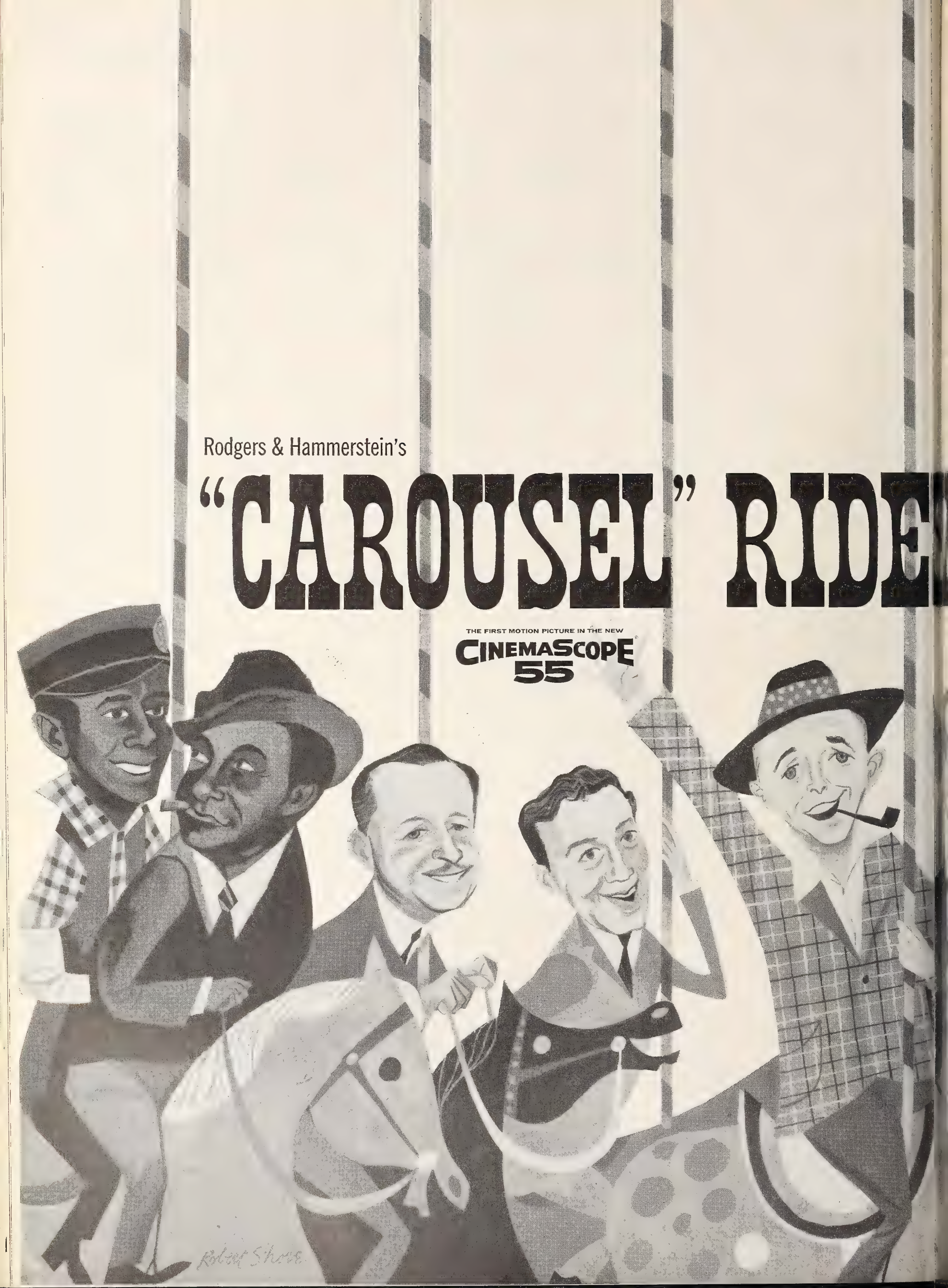
The presentation of the arbitration draft by the distributors to the Senate Small Business committee was indicated here by Paramount Pictures president Barney Balaban on Friday.

He said he saw no justification of Theatre Owners of America's withdrawal of approval of the arbitration draft.

Rodgers & Hammerstein's

"CAROUSEL" RIDE

THE FIRST MOTION PICTURE IN THE NEW
CINEMASCOPE 55


Robert Shore

20th Century-Fox is about to release a motion picture that involves a three-year investment in time, money and effort. It's Rodgers & Hammerstein's "Carousel"...the first film produced in 20th's remarkable new CinemaScope 55.

The advertising campaign for such a venture is necessarily a carefully considered one.

And so it's unusually significant that for this movie, and this advertising campaign, 20th bought CBS Radio's Segmented Program Plan. And becomes the first film company to buy full network radio to promote a motion picture.

The reasons behind the choice are clear. CBS Radio is the nation's favorite network. And the plan is the only one in network radio that combines big-star names, large audiences, true flexibility and unequalled low costs. (As so many other advertisers have been finding.)

20th has signed for continuous exposure over three weeks on eight programs, starring this top team of merchandisable names: Amos 'n' Andy, Galen Drake, Peter Potter, Bing Crosby, Mitch Miller, Bergen-McCarthy, Curt Massey and Jack Carson. Estimated gross listener impressions: over 116,000,000.

Congratulations to 20th Century-Fox on CinemaScope 55...on their wonderful new "Carousel" in color by DeLuxe...and on their new and astute use of radio today.

VITH CBS RADIO!

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"SNOW MAGIC" is the name of new ice shaving equipment to produce "snow cones" at theatre refreshment stands, marketed by the Samuel Bert Manufacturing Company, Dallas, Tex. The equipment has a three-door cabinet, which permits more than one operator to work at a time. Designed to employ block ice, the machine has a General Electric power unit. The company reports that in recent tests the machine produced in excess of 1,500 pounds of "snow"—enough for 6,000 "cones"—within one hour's time.

•

Vacuum cleaner equipment made by the Pullman Vacuum Cleaner Corporation, Boston, is now being sold in the theatre field exclusively by "Doc" Faige & Associates, New York, through territorial supply dealers. Pullman heavy-duty cleaning equipment for theatres, called the "Vacmobile," is designed for both wet and dry pickup. There are two sizes to meet requirements of large and small floor areas and/or portability.

•

Plain black and plain white vinyl tiles have been added to the floor products line of Hewitt-Robins, Inc., Stamford, Conn. They will be marketed under the trade name, "Vinall," according to Wallace C. Gilbertson, general sales manager of the floor products division.

•

Superior Refrigeration Manufacturing Company, Inc., St. Louis, Mo., is marketing a coffee maker which uses a concentrate and is also equipped to provide hot water for tea, soups, hot chocolate, etc. The unit has a capacity of three quarts of concentrate, which is said to be the equivalent of 410 cups of coffee at one filling. Cream is dispensed from a special section in the machine through a Tomlinson chrome-plated faucet. The cabinet is constructed of polished stainless steel.

•

Three large drive-in theatres have recently purchased RCA "Dyna-Heat" in-car heaters, with initial installations at each totaling 400 units, according to a report by A. J. Platt, manager, theatre equipment sales, RCA Theatre and Sound Products Department. The three theatres are the Varbalow circuit's Circle drive-in, Moorestown, N. J.; Comerford's West Side drive-in, Plymouth, Pa.; and the Queen's Chapel drive-in, a Johnson and Saunders operation at West Hyattsville, Va.

REVIEW:

Red Sundown

Universal-International

AN ABLY executed Western saga, which has Rory Calhoun turning in a steady performance as a gunslinger, is Universal-International's color by Technicolor production of "Red Sundown." Excellent supporting performances are offered by Robert Middleton and Grant Williams, the menaces in this story, and Dean Jagger, who sets a rich example for all hands with another of his incomparable characterizations of rugged valor on the side of virtue. The picture was produced by Albert Zugsmith and expertly directed by Jack Arnold from a screenplay by Martin Berkeley.

The story is drawn against a background of the fence-war era, but concerns itself primarily with the position, plight and policy of the professional gunslinger of that time, who killed for hire regardless of employer or purpose. Calhoun rides into the picture as a professional gunman, picks up another gunslinger about to perish of thirst, holes up in a shack with him to escape pursuers and promises him, as he is dying, that he will not hire out his gun again. In the next town he comes to he hires out to the sheriff (Jagger) as deputy, opposes the villainous Middleton and the gunfighter Williams, and winds up victor over both and feeling right well to be on the honest side of the law. Martha Heyer, the sheriff's daughter, is to marry him ultimately.

In unusually business-like fashion, the story makes no great matter of the fence-war conflict in the background, but deals directly and well with the professional-killer phenomena of the place and period.

Running time, 82 minutes. General audience classification. Release in February.

Federal Tax

(*Continued from page* 1)

on small profit margins or at break-even points.

Fulbright also plugged the bill during testimony by Secretary of the Treasury Humphrey before the House-Senate economic committee, of which Fulbright is a member. Humphrey promised to study the plan.

Fulbright said more and more small firms are having difficulty staying in business, and that Federal tax rates should be changed to help them keep going.

Coast Charities

(*Continued from page* 1)

beck, president of PCC, in his final report to the committee at a meeting held in the Beverly Hills Hotel here. The amount contributed, Goldbeck pointed out, exceeds the previous year's total by $77,081. The campaign was headed by Walter Pidgeon.

The funds of the PCC are distributed among 18 charitable organizations.

$137,859 Profit for Mexican Film Bank

Special to THE DAILY

MEXICO CITY, Feb. 5. – Mexican film industry's own bank, the semi-official Banco Nacional Cinematografico, announced a net 1955 profit of $137,859, according to figures supplied to the bank's stockholders most of whom are film producers here.

The bank's Dec. 31 balance sheet showed loans, credits and discounts totaling $5,250,481 as well as $600,000 in circulating bonds. The bank's present capital of $800,000 and its $80,000 reserve fund will be continued.

Exchanges Aligned For UA's Drive

United Artists vice-president William J. Heineman and general sales manager B. G. Kranze, co-captains of the company's 37th anniversary drive, have announced the alignment of the 32 exchanges for the collections, billings and playdate drive commemorating UA's founding in 1919.

The U. S. and Canadian branches will compete in three groups of equal grossing potential in the 32-week Drive, which will award more than $50,000 in cash prizes.

The exchanges and exchange managers in the first group are: Atlanta, Byron Adams; Boston, Harry Segal; Chicago, Harry Goldman; Dallas, Duke Clark; Detroit, Syd Bowman; Los Angeles, Richard Carnegie; New York, Joseph Sugar; Philadelphia, Gene Tunick; San Francisco, C. Frank Harris, and Washington, Al Kane.

The second group is composed of: Buffalo, Stanley Kositsky; Charlotte, Harold Keeter; Cincinnati, Jack Finberg; Cleveland, Dave Rosenthal; Denver, Bud Austin; Indianapolis, Edwin Bigley; Kansas City, Ralph Amacher; New Orleans, Alex Maillho; St. Louis, D. J. Edele; Seattle, Arthur J. Sullivan, and Toronto, George Heiber.

The third group comprises: Calgary, Robert Radis; Milwaukee, Joe Imhof; Minneapolis, Herbert Buschmann; Montreal, Sam Kunitsky; New Haven, Irving Mendelson; Omaha, D. V. McLucas; Pittsburgh, James Hendel; St. John (New Brunswick), I. J. Davis; Salt Lake City, W. W. McKendrick; Vancouver, Harry Woolfe, and Winnipeg, Abe Feinstein.

Para. Adds Producer

HOLLYWOOD, Feb. 5. – Hugh Brown, assistant production manager, yesterday was added to the studio's roster of producers by Don Hartman, Paramount production chief.

CBS Asks New FC 'Equal-Time' Rulin For News, Panels

From THE DAILY Bureau

WASHINGTON, Feb. 5.–A lumbia Broadcasting System of has urged Congress to approve a to relax the "equal time" provi of the present Communications

The law now states that any tion or network giving time to political candidate must give time to all other qualified candid CBS vice-president Richard S. S on Friday urged a House subcon tee of the Department of Comn to approve legislation introduce the request of CBS to exempt the "equal time" provisions any shows or panel discussions.

Looks to Presidential Period

Salant said present law pro "hardly any practical limit" to number of people who could as free radio or TV time, and that result, stations and networks pr themselves by providing very free time to condidates. He dec that if the law should be relaxe proposed, the CBS radio and TV works would offer free time for scale debates between the major presidential candidates.

Federal communications off opposed the legislation earlier week, claiming it would give b casters too much leeway to dis inate among candidates.

$17,000,000 in Suits Settled Out of Cou

The anti-trust actions which sought damages totalling $17,00 were settled out of court here on day following pre-trial hearings fore Federal Judge Sylvester The suits had charged monopoly discriminations against the plai theatres and named eight major tributors as defendants.

One suit had been filed by Ha Grand Theatres, Inc., operating Star Theatre in uptown Manha Damages amounting to $7,70 were asked.

In another suit which had filed on behalf of the 125th Theatre, the Major Amusement had sought $1,500,000; Knickerb Theatres, $7,500,000, and Ha Grand Theatres, $300,000.

Redstone Acquires Rochester Drive-in

BUFFALO, Feb. 5. – The Shore and the Washington driv Rochester, have been acquired b Redstone circuit, which operate Whitestone Bridge Drive-in by Pulaski Skyway at Newark, N. J. other outdoorers in New Englan Long Island and Virginia. Rochester drive-ins were owne F. J. Robbins of Fill, Inc., a con ing concern. Jack Keegan, super for the Redstone Drive-In The Co., said the Lake Shore will be larged and remodeled.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

otlighting the News

nd the House

television industry this past was getting more than its of attention—some unhappy ashington, from House coms, thus: (1) Commerce subttee hammered at Warren ker, FCC general counsel, e to possible discrimination t newspapers seeking TV s; committee studying bills nd the communications law; apers interested in over 30% S. stations, counsel said. (2) nerican Activities Committee d Charles Collingwood, New AFTRA head, for underratmmunist infiltration into TV e rest of the entertainment ry. (3) Judiciary Committee nan Celler to start soon of FCC, other U. S. regulagencies on whether they have own on the job of preserving tition in the fields they regwith anti-trust subcommittee at possible regulatory law es.

TB Meeting

re was not only satisfaction the 1955 record but a lot of ism about the prospects for xpressed last week in Chan-Arizona, where the radio and sion boards of the NARTB in session. The TV Board articularly busy, approving (1) for a continuing study tional TV circulation, (2) to n film producers as members code review board, and (3) ving the code review board's mendations. Earlier at a ng in Carmel, Cal., the code v board had asked member ns to cut down on the use clips, saying they constitute tising and not entertainment. seems a rather ticklish asion that could lead to furnd even more absurd assumpon the definitions of enterent and advertising. Also in ller, Robert Kintner, ABC ent, was named to receive the TB honorary Keynote Award April convention in Chicago.

Dawn

ew dawn would appear to be aching in Britain relative to on TV. Exhibitors continue n their opposition, stemming the 1952 resolution by the Cinematograph Exhibitors Association that theatres will never play a film which has been televised. Subsequent attempts to breach the dike, with apparently advantageous proposals from BBC, have been turned down. However, there is increasing evidence that many in the film industry believe a new understanding is not only desirable but necessary, and a new awareness of the growing integration of the two industries appears to be developing.

Olympics

▶ One phase of the Olympic Games, due for Australia this Summer, which is a contest all its own, is what's what with the television rights to the Games. The International Olympic Committee is in search of a "friendly solution" to the problem. It is the reasonable contention of the networks that this is a matter of freedom of the press, and that sale to the highest bidder is wrong. The present Winter Olympics in Italy is handled by the state-controlled network, RAI, with a pool under a special concession for U.S. networks.

For Rent

▶ The business of renting studio facilities in Hollywood is hardly new, but Ziv Television Programs offers something new and special, any one of four different types of studio rental. Its Tenancy Plan involves: (1) minimum facilities, a bare stage and office space; (2) basic equipment, sound stage, camera gear, recording equipment; (3) regular facilities, the above, plus Ziv department heads, stage crews, possibly cost control aid; (4) maximum facilities, complete production facilities, casting producing, processing, etc., plus distribution if desired.

Consumption

▶ Those Hollywood vaults bulging with feature films can be made to look a lot less impressive than they might seem at first flush of greedy contemplation. This is the way it's done: you figure that the average independent TV station now programs about 20 or so different feature films a week to make a total of about 100 a month. In one year that station can use up—repeating its schedule no more than once a month — at least 600 features. In actual practice, the number of different features televised by one station can go as high as 1,000 in any one year. It's figures like these that must be responsible for the comparatively low incidence of new ulcer cases reported among TV film producers recently. Asked to comment on the reported negotiations between ABC and Warner Brothers for that studio's library of 1,000 features, one TV distributor said last week: "Look at it this way. The seven stations in the New York area could use up Hollywood's total yearly supply of theatrical features in three weeks. In the fourth week they'd be looking for product again."

New Twist

▶ A new, interesting and perhaps significant development emerged from an experiment undertaken in Kansas City recently. Henry S. Ungerleider, theatre supervisor, and Norman Sprowl, ad director for Durwood Theatres, advertised the then current "Guys and Dolls" at the Roxy in Kansas City, in, of all places, the local edition of *TV Guide*. With a circulation of

(*Continued on page 12*)

In Our View

THERE is word now that the Television Code Review Board of the National Association of Radio and Television Broadcasters, in session in California late last week, undertook presumably preliminary steps to bring producers and distributors of films for television under the purview of the TV Code. This would appear to be a wholly worthy, even necessary procedure.

Although it is quite true that basic and final responsibility for decisions relative to Code matters rests with the individual stations, there can be no doubt that participation in, and adherence to Code practice and policy on the part of the initial suppliers of TV product can redound only to the good of the industry as a whole. The prime example of the value of such internal and self-determined regulation as is here under discussion, of course, is the Production Code of the theatrical motion picture industry. For no less than 25 years it has proved its value again and again, despite occasional problems, lapses and defections, which are inevitable.

It is an unassailable fact that in the case of the theatrical film, the potential patron exercises a specific selective freedom of choice. In the case of the television program, channeled into the home as it is, such freedom of choice cannot in all truth be considered more than theoretical. (Ask any parents of today's children.) That being the case, the usefulness or even vital necessity of a Code for Television becomes the more apparent. Despite the theoretical station-responsibility principle, there certainly can be no substitute for first steps first.

If the basic premise be accepted, and it must be, that a code of practice is important to the future welfare of the television industry, then it must follow that all the elements which are charged with the supplying of material for television programs should adhere, faithfully, to the provisions of a Code. Only then can the greatest value be derived from such a system.

—*Charles S. Aaronson*

Passing in Review

EMPLOYING A SORT OF STYLIZED, long-hair variation on the format which Ed Sullivan has found so successful, NBC-TV's Producers' Showcase Monday night came up with what may turn out to have been the year's most unusual variety show. Sol Hurok's "Festival of Music," featuring, in the abreviated words of the NBC press department, "world's great artists performing world's great music," was a potpurri of the highest order. Several of the week's dramas were distinguished, if only for various isolated elements. CBS-TV's Alfred Hitchcock Sunday night (January 29) presented a rather talky little horror fable by Ray Bradbury, but featuring a wildly macabre performance by Jo Van Fleet. The same network's Studio One Monday night attempted to dramatize John McNulty's charming (and narrative-less) "My Son Johnny," but dramatized only the fact that it was practically without narrative. Wendell Corey, however, was excellent.

Tuesday night NBC-TV's Playwrights '56 offered an original murder mystery by David Swift. It was cleverly written, acted and staged (by Vincent Donohue) but open to some criticism in that it did not present even one sympathetic character to make for a point of view. A glance at ABC-TV's Wyatt Earp the same evening showed that series to be holding up well, due largely to the honesty and conviction of Hugh O'Brien in the title role.

Coming on at an hour when most TV critics are in bed with their sublimated hopes and suppressed dreams, NBC-TV Today isn't getting the credit it deserves for some very fine shows. Last week's included the coverage of Sir Anthony Eden's shipboard arrival in New York, the courting of J. Fred Muggs by Kim Novak and a remote from Washington's Mayflower Hotel for the fourth annual Congressional Prayer Breakfast with President Eisenhower on the dais—all variously informative, revealing and highly entertaining, and live. Elsewhere in the week:

INSIDE BEVERLY HILLS. NBC-TV, 1½ Hours, 7:30 P.M., EST, Sunday, January 29, 1956. Live and film, from the coast; color and black and white. For Kraft, U. S. Rubber, Meybelline and Lewis Howe Co.

There was considerable fanfare and the blowing of trumpets for a spell prior to the telecasting of this ambitious undertaking. Playing on the average folks' interest in and in some cases, passion for the activities of film stars, the buildup promised keen-eyed glimpses into the homes of certain of the stars who live in Beverly Hills, and all kinds of other entertainment devices. Unfortunately, the program failed to deliver what it promised—by a long way. In the first place, some of the program was on film, which tended to cut into the sense of immediacy of the show. Secondly, the look into the homes of the stars developed into a casual, generally ill-at-ease minute or two with a family hastily gathered on a lawn or before the doorway of the home. Art Linkletter purported, as host, to be addressing a gathering celebrating the 50th year of the coast community, but the whole affair had a highly contrived appearance. The names were good: The Marx Brothers, Sam Goldwyn, the James Stewarts, the Cornel Wildes, etc., and Tony Martin and Helen O'Connell tried hard with a couple of song and dance numbers which seemed arbitrarily inserted into the show, while Sheldon Leonard did a comedy dialogue routine which was better than the rest. The show needed a more intelligently planned format and presentation. As it was, it seemed to be going nowhere, and that was how it played.

HIS HONOR, HOMER BELL: "The Missing Heiress" (premiere), WOR-TV, ½ Hour, 3 P.M., EST, Sunday, January 29, 1956. Film. For participating sponsors.

Gene Lockhart plays the title role in this genial, pleasant and thoroughly inoffensive new series put into syndication by the NBC Film Division. If last Sunday's episode was a fair sample, it may be also that the series is so genial and inoffensive as to be almost wholly without drama. Lockhart is seen as a warm, understanding small-town judge, the head of a household comprising his teenage niece and the standard comedy housekeeper. In particular, "The Missing Heiress" is low-voltage narrative having to do with the judge's tracking down of an heiress thought to be lost to the fleshpots of New York. As it turns out, she is dancing in a night club just to pay for studies in archeology. It also serves—in a roundabout way—to point a moral to the niece concerning the necessity of maintaining a balance between dreams and reality. No one will argue the point. The performances by Lockhart, by Mary Lee Dearring as the niece, and by Jane Moutrie as the maid are a lot more spritely than the material. Hi Brown produced for Galahad Productions. Production values are standard.

THE LAWRENCE WELK SHOW. ABC-TV, 1 Hour, 9 P.M., EST, Saturday, January 28, 1956. Live, from California. For Dodge Motors.

Lawrence Welk and his orchestra have attained a considerable following among tuners-in nationwide, and a spot-look on the above Saturday night makes it clear why his audience in front of the set is as large and well-entertained, as apparently is his very large and well-contented in-person audience at the California dance palace where he holds forth. Mr. Welk, an amiable personality, provides comparatively calm, quiet and pleasant music, with a well-constructed orchestra boasting such unusual attributes as the more orchestral wind instruments, an organ and such pleasing appurtenances.

ZOO PARADE: "Highgate Ostrich Farm," NBC-TV, ½ Hour, 3:30 P.M., EST, Sunday, January 29, 1956. Film, compatible color. For Mutual of Omaha, alternating with American Chicle.

Marlin Perkins' elaborate safari to Africa last year continues to pay off in top-notch film reporting that is as informative as it is entertaining to viewers of all ages. Especially appealing about this particular visit to the Highgate Ostrich Farm in Oudtshoorn, South Africa, were the air of spontaneity and the unselfconscious commentary, notable for good humore and explicitness in discussing everything from feather-harvesting to mating habits. The photography (viewed in black and white) is fine, as are the various sound effects. It may be that some special television awards will be necessary at the end of the year for valor-beyond-abilities displayed by host Perkins and NBC reporter Jim Hurlburt who tried their hands at riding the ostriches. In any case, they provided an extremely funny climactic sequence. Don Meier is producer-director.

IN BRITAIN

LONDON: The I.T.A. has issued its first warning to a programme contractor about the questionable taste of a programme.

It concerns ATV's giveaway show "People Are Funny" in which people are persuaded to partake in ridiculous stunts. Recent examples include: A woman, carrying a doll, accosted a stranger and accused him of being the father of her child; a small boy, playing a violin on the streets, posed as an orphan; another boy squeezed toothpaste on furniture.

After observing the programme for several weeks, I.T.A. issued the following statement: "It has been agreed that the more questionable incidents such as the invasion of private homes and the impersonation of orphans in the streets will be eliminated."

Fourteen trade unions and professional organisations—representing writers, actors, musicians, variety artists and technicians—have protested to I.T.A. that too many American films are shown on commercial TV.

There is at present "a gentleman's agreement" with programme contractors to limit American material to one programme in five.

—WILLIAM PAY

SPOTLIGHT

(Continued)

100,000, and the fact that
Guide is "studied" by its rea
many times during the cours
a week's tele-viewing, it see
like high penetration at comp
tively low cost. The first ad pr
the point, a second and large
followed.

Hassle

▶ That three-cornered hassle
rently being waged among (
Jackie Gleason and Buick, if p
erly exploited, can do almos
much good for the television
dustry as the private life of
Gabor family has done for a
the entertainment industry.
CBS - Gleason - Buick ruckus
been smoldering since last
when NBC threw Perry Como
the competition. It has been c
fully fanned by the lay press w
on the one hand, continually p
up the folly of rating figures,
on the other, makes a regular
day morning feature of the Sa
day night Trendex decimals.
of the principals involved is
ing to his prestige and each
in his own way, be driving a
pathetic public into the corne
bored impartiality. It bring
mind, appropriately, Linc
story about the impartial fro
woman. She came out of her c
one day to find her husband lo
in mortal combat with a
With fine control she said sim
"Go it man. Go it b'ar."

Big Deal

▶ The era of big TV deals is
with us, as witness the CBS
vision five-year contract annou
by Hubbell Robinson, Jr.,
president in charge of net
programs with Herb Shriner,
has been twanging his vocal c
to entertaining effect as Two
the Money host. Next Fall
have a full hour show.

Lincoln

▶ With television entering
home in palatable fashion, i
hoped, the youngsters of t
should come up with a good le
in American history in the
week, since, quite inevitably,
proximity of Lincoln's Birthda
giving rise to a rash of then
programs concerning the mart
President. Beginning yeste
there was much of Lincoln, in
ous stages of his career tele
here and there. Correct hist
we hope, and certainly more
tertaining than that school boo

Going Up!

▶ The television viewing habit
youngsters are on the incre
and the authority is Dr. Ella C
of Marquette University,
studied Milwaukee children.
found the weekly viewing h
now number 24, as against,
cessively: 21 in 1952; 23 in 1
and 23 4/10 in 1954.

n Afternoon in the Life of a Housewife—
ur Man's Housework Is TV-Tempered

[Editor's Note: To learn something of what the American housewife goes through during an average afternoon at home, *Television Today* last Wednesday conducted an unusual field test. We sent our Brooklyn correspondent home at noon with instruc- to watch television and carry out all those little household chores might be expected to arise under normal circumstances. That the s a bachelor is a point to be emphasized, since it can be assumed is household duties comprise only those of the most essential order. be assumed further that the passions, conflict and chaos which experienced by our man are but pale shades of what the little lady through five days a week with such grace and fortitude.]

1 P.M.: Arrive home carry- pply of groceries, beer, vita- ills. Experience eerie feeling ng in apartment in daylight dweek. Feel I should be ill, I'm not. Living room in fair ash trays empty. Ceiling is rmal 12. Atmosphere clear. eter 98, steady. Pulse and es, normal.

3: Television set on, dial el 2.

4: In kitchen. Heat soup, sandwich, put on slippers, p bathroom, glance at morn- per.

5: Settled in living room. t picture and audio. Ivory commercial leads into Guid- ight. Mind alert and interest as narrative unfolds.

: Stick to Channel 2 for Jack show. He sits behind desk alks. Looks something like y Carson. Manner pleasant, ial variable. ("You don't to laugh, I'll settle for enthu- .") Martha Wright sings. ody else, a man, sings. I fixing my typewriter. Detach . Mistal Mist Nose Spray in- Retrieving typewriter roller under couch, I find skis, g since 1952.

◆ ◆

: Miss station break, trying is. Still Channel 2. "Love " with Jack Smith as host. iews Mr. and Mrs. Jack Gill elton, Conn., who tell the ife experience of how they love. Crest toothpaste com- al describes "triumph over decay." Best true-life experi- o win fabulous trip to Paris.

: Switch to Channel 4 for ky's The Limit. Quiz show. y Hall calls woman on tele- and asks here who is the President of Brazil. Realize lready forgotten. She doesn't either, misses fabulous seven- rip to Miami via North Amer- Airlines. I feel better.

: In kitchen. Put on coffee, Sunday breakfast dishes, floor, take out garbage.

: Return to living room, ceil- ow 10, ash trays filling.

: Channel 4. Richard Willis, beauty expert, sitting behind desk. Diction and grooming are excellent. Interviews lady from Bogota who has dry skin. He advises Vaseline massages. He gives her prizes of panty girdle and strapless slip when she leaves.

2:10: Switch to Channel 2 and Robert Q. Lewis, also sitting behind a desk. Lewis in a funny routine with man who makes deliveries for nearby restaurant.

2:38: Switch to Channel 4, Jinx's Diary, hostess modeling dress. Very smart. I remember I have to get pants pressed. Smell something burning.

◆ ◆

2:39: In kitchen, coffee put on at 1:58 has boiled away. Pot is ruined. Open can of beer. Take vitamin pill.

2:47: In living room. Switch to Channel 2, Art Linkletter's House Party, in midst of Pillsbury Hot Roll Mix commercial showing how to make an "All-American pizza." Are there political implications here? Make quick trip to kitchen for box of Ritz crackers. Return to find Jack Slattery interviewing some pleasantly unprofessional children. Three of them have dogs named Susie. Why? Ceiling now 8. Finish beer, do three push-ups, unexpectedly arduous. Start looking for ski wax.

3:00: Switch to Channel 4 for Matinee Theatre. I have black-and-white set but feel institutionally cheated when card says today's program will not be telecast in color. "Hold My Hand and Run," starring Claire Luce. Obviously a kinescope.

3:18: Get another beer. Find empty can of ski wax in cigarette box. Claire Luce giving intense, interesting performance as an unhappy wife on a Carribbean island. Husband is a nice guy. She is a nice woman. Can't figure out why they are so unhappy. Intelligent dialogue. Fine camera work.

3:21: Switch to Channel 2. Big Payoff, quiz, just in time to see man win a mink coat for his wife as well as a fabulous trip to Monaco via KLM Royal Dutch Airlines. Identified "deadline" as Civil War term. I would have missed it. Visibility decreasing. Pulse increasing. Run my wrists under cold water faucet.

3:56: Get can of beer.

4:01: Brighter Day, opens with a cloudburst of rain, followed by scene in which man and woman are besieged in room by somebody outside with gun. Cut to another man and woman (in a church? Impossible to tell, maybe the vestry-room). Woman asks: "Richard, do you think it's possible that Donald's mind has snapped?" Figure Donald to be man with gun.

4:15: Modern Romances. A dramatized real-life situation. Two con-men are trying to swindle Sally Prentiss out of a pin containing a $50,000 gem. Pink-a-boo lipstick commercial ("not for little girls") reminds of approaching cocktail hour. I remember dishes still in sink. Couldn't care less.

4:19: Switch to Channel 2, Secret Storm, Jane is telling Peter she is sure that the stranger that has her pin is her first husband whom she had thought was dead. (Make note to check the use of pins in several current dramas. Symbols?)

4:21: Switch to Channel 5. Wendy Barrie asks guest how to go about buying a fur coat. He says, "First go to a reliable store. . . ."

4:22: Switch to Channel 9, unidentified man playing organ. Put 10 pairs of socks to soak in bathroom sink.

4:31: Switch to Channel 4, Queen for a Day, afternoon approaching climax. Have another beer. Jack Bailey interviews six unhappy ladies, the most interesting being a lady who wants to locate a man named Delbert Jean Wise (who could tell the Veteran's Administration that her husband, while serving in the Marshall Islands in 1945, had Cat Fever). First time I've heard the term Cat Fever since 1945. Bailey's usherettes dressed like maids in old-time French farces. Lots of leg showing. Automatic drier lady becomes Queen, cries. Jean Cagney comes out and describes new clothes lady will get. Most beautiful prose I've heard all afternoon: "safari swim suit with pleated African murals," "braided contour belt," "a sheathe of understated elegant style." . . . Also encyclopedia and two bicycles.

4:59: Feeling definitely strange. Can't seem to get close to anything. Visability near 0.

5:05: Make out Pinky Lee in the distance, dancing, singing, displaying truly spectacular energy and vitality. Remember dishes in sink. Ash trays overflowing. Ate too many Ritz crackers. Would take another vitamin pill but can't reach the bottle . . . night falling fast . . . typewriter ribbon unravels as spool rolls across floor . . . two little girls are doing the Charleston to the "Who's Afraid of The Big Bad Wolf" theme. . . .

P.S. Woke up about 8 P.M. Found the reason I couldn't get near anything was not psychological. Forgot to take off skis.

Vincent Canby

The Show-Makers

__Imogene Coca__ and __Max Liebman__ will be reunited for the first time since Your Show of Shows, when Mr. Liebman offers her in a musical revue, "Max Liebman Presents" on Sunday, February 26 from 7:30 to 9 P.M., EST, over NBC-TV. Co-starring with Miss Coca in the 90-minute color Spectacular will be __Tony Randall__.

◆

__Leif Erickson__ stars in "The Story of Brian Hendricks" on The Millionaire, Wednesday, February 8 on CBS-TV from 9 to 9:30 P.M., EST. __Carole Mathews__ appears as his wife.

◆

__Claude Rains__ will appear on TV in an "Alfred Hitchcock Presents" CBS-TV play, "And So Died Riabouchinska," a psychological murder mystery written by __Ray Bradbury__, on Sunday, February 12 at 9:30 P.M., EST.

◆

__Don Taylor__ and __Sally Forrest__ co-star in "The Teacher and Hector Hodge" on "Front Row Center," on Sunday, February 12 on CBS-TV from 4 to 5 P.M., EST. The teleplay is an original by __Harry W. Junkin__.

◆

__Marilyn Erskine__ will star in a TV Reader's Digest show, "Texas in New York" on Monday, February 13 over ABC-TV at 8 P.M., EST. The teleplay is by __Gene Levitt__, based on a Reader's Digest article by __Cordelia Baird Gross__.

◆

__Scott Forbes__ stars in a mountain-climbing story, "Top Man" on Schlitz Playhouse of Stars, Friday, February 10, on CBS-TV from 9:30 to 10 P.M., EST. The story was adapted by __Douglas Morrow__ from a story by __James Ramsey Ullman__. __William Self__ produces with __Ted Tetzlaff__ directing.

◆

__Parke Levy__ is producer as well as supervisor of scripts of the Spring Byington show, December Bride, for Desilu Productions. Our recent review failed to note also that Mr. Levy is the creator of the program.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: Advertising agencies and top sponsors want major studio quality in their commercials, said Robert W. Larsen, vice-president in charge of production of the new North American Film Corporation.

"The days of haphazard and quickie production for commercials is over," said Mr. Larsen. "The leading sponsors will settle for nothing less than A quality technical ingredients, and they want creative aspects of their commercials to have the impact and thought that go behind the production of a major motion picture."

"Last week we completed a one-minute commercial for the Gordon Best Company representing Suave. We rehearsed the 60-second film for two days, hired a leading choregrapher to stage it, and used a 50-piece orchestra. William Bates is providing an especially written score. In all 106 people participated in the filming of this single commercial," said Mr. Larsen.

North American, with Mr. Larsen and Edgar B. Yuhl at the helm, will make 260 commercials and 39 half-hour television films during 1956. The company also will be concerned with the producing of industrial films, and is adding a "rolling stock" department to provide location facilities.

◆

Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education and executive chairman of the California Committee of the National Audience Board, leaves February 9 to attend the National School Board convention in Atlantic City and to meet with Peter Goelet, president of the NAB, in New York, to discuss the organization's agenda for the coming year. Expansion of NAB's activities in television will be discussed, for closer working with TV producers and stations in better programming. . . . Producer-Director Richard Wilson checks into MCA to package "The Islander," a screenplay by Wilson and his wife Elizabeth. Plans call for a top star package, script and Wilson to be set up for a major studio deal. Wilson co-authored and directed UA's "Man With a Gun."

◆

Walter A. Tibbals has been named vice-president of Four Star Films, effective February 15, by William Cruikshank, president. Mr. Tibbals last week resigned as vice-president in charge of television and radio for B. B. D. & O., advertising agency, after 13 years. He joins Four Star as creative executive in the formulation of new properties and as special liaison with talent, agencies and clients. Recently Lloyd Richards was made vice-president in charge of production. These two appointments are in line with expanded activities of Four Star.

Currently Four Star is producing "Four Star Playhouse" for the executive-stars, Dick Powell, David Niven, Charles Boyer and Ida Lupino; "DuPont Cavalcade Theatre" by producer Warren Lewis, and "Hall of Stars," among others.

—*SAMUEL BERNS*

Who's Where

LOUIS T. STONE has been named director of talent commitments for CBS-TV, it is announced by **W. SPENCER HARRISON**, vice-president in charge of legal and business affairs. In the newly created position, Mr. Stone will facilitate the handling of major talent negotiations and contract relations.

PHIL COWAN, special projects manager for CBS Radio Press Information has joined CBS-TV Press Information as press relations representative, the network has announced.

ALLEN B. DUMONT, JR. has been promoted to the position of assistant to the manager of the Television Receiver Division at Du Mont Laboratories, it is announced by **F. P. PRICE**, manager of the Receiver Division.

NEWELL T. SCHWIN has been named TV sales manager for Terrytoons, a division of CBS-TV Films Sales, Inc., it is announced by **J. L. VAN VOLKENBURG**, president of CBS-TV Network. Mr. Schwin comes to his post from CBS Radio Spot Sales where he was manager of sales development.

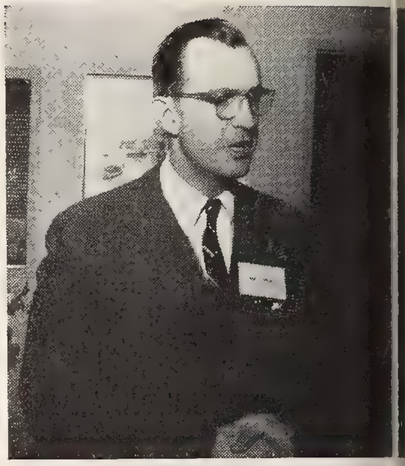
RALPH NELSON, writer-actor-producer-director, has signed with CBS-TV as a member of the network's creative programming staff in Hollywood, it is announced by **HUBBELL ROBINSON, JR.**, vice-president in charge of network programs.

DONALD C. HAMILTON has been named an executive in the business affairs department at CBS-TV, it is announced by **MERRITT H. COLEMAN**, director of that unit.

JAMES J. TURCK has joined the eastern division sales staff of NBC Spot Sales as a TV account executive, it is announced by **THOMAS B. McFADDEN**, vice-president.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

THE LAST WORD IN LABS



"HELLO; I'M DOUG YATES; I'm glad to see you." Mr. Yates, right, played host for two days last week at the very new and shiny and completely, efficiently modern plant which he now supervises: Consolidated Film Industries film processing laboratories, 521 West 57th Street, New York. The hundreds he welcomed were the executives and technicians not merely of the motion picture industry but also equally of that burgeoning industry, motion pictures for television. For Mr. Yates, and his designing genius, Albert A. Duryea (shown above, left, explaining processing equipment) have 30,000 air conditioned square feet of machinery which will spray, develop and dry 3,000 feet of film per hour.

Shows on the Mark

"My Friend Flicka," adventure series of a youngster and his horse based on the popular book by Mary O'Hara, will have its debut on CBS-TV Friday, February 10, from 7:30 to 8 P.M., EST. Starring will be Gene Evans, Anita Louise, Johnny Washbrook, 10-year-old Canadian actor, and Flicka, the horse. Sam White is producer, Robert Gordon the director. The script is by George Slavin and George W. George.

●

Helen Hayes and stars of the Metropolitan Opera Company will combine their talents in "Springtime USA," a "Voice of Firestone" special hour-long program on ABC Radio-TV networks, Monday, Mar. 19, from 8:30 to 9:30 P.M., EST. "Springtime USA" traces incidents in American history made famous in music or which music has made famous. Miss Hayes will be narrator. Fred Heider will produce and James McNaughton will design the production.

●

"Good Morning!" with Will Rogers, Jr., a new five-a-week program series which will bring to TV on a regular basis the personality of the son of the famed humorist, will make its debut on CBS-TV, Monday, February 20. The program will be seen Monday through Friday from 7 to 8 A.M., EST, the time period currentl oc-
cupied by "The Morning S
over the network.

●

"Out of Darkness," a defir
90-minute actuality drama de
with mental patients, produce
CBS Public Affairs in consult
with the American Psychiatri
sociation and the National Ass
tion for Mental Health, wi
broadcast on the CBS-TV net
Sunday, March 18, from 5 to
P.M., EST, it is announced by
ing Gitlin, CBS director of p
affairs.

●

"Playhouse 90," a new TV
matic series, will be broadcast
CBS-TV beginning in the Fa
1956, it is announced by Hu
Robinson, Jr., vice-presiden
charge of network programs.
ecutive producer will be C
Wilson, former executive at
MGM studio.

EVERY DAY
ON EVERY CHANNEL
BROOK
COSTUME
3 West 61st St., N.Y.C. • Tel. PL. 7

FAME

24th ANNUAL AUDIT OF PERSONALITIES OF MOTION PICTURES AND TELEVISION

The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the twenty-three years that it has presented the *Top Ten Money-Making Stars*—which was *originated* by Quigley Publications.

Likewise unique in the extent of their recognition are the innovations which have been added in *FAME* throughout the years, expanding its usefulness and value as a record for reference throughout the motion picture and television industries and for writers of the public press.

In these days of increasing mutual interest between the motion picture and television fields—with so much of the same talent being used—*FAME* becomes even more valuable as *the only deluxe and permanent record* of the popularity standings of talent and shows, separately covering both fields. The book is divided by a stiff inner-cover, making it simple to turn back and forth between the two fields without confusion.

The handsomely presented findings of *FAME* are far more widely recognized throughout each year than is true of any other medium of its kind.

The 1956 edition of *FAME* is now in an advanced stage of preparation, for distribution soon.

EDITED BY JAMES D. IVERS

Associate editors: Charles S. Aaronson, Pinky Herman, Peter Burnup, W. R. Weaver, Hannah Pellen, Jay Remer.

QUIGLEY PUBLISHING COMPANY

NEW YORK HOLLYWOOD LONDON

POINTS TO SENSATIONAL BUSINESS!

The first 208 engagements—in big and small cities—in the Loew's Circuit—in big and small theatres—are *SMASH! SMASH! SMASH!*

AND IT'S STILL GOING GREAT IN NEW YORK (VICTORIA)—LOS ANGELES (FOX BEVERLY)—CHICAGO (WOODS)

Now Watch The Other Dates Pour In!

FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

in OTTO PREMINGER'S **THE MAN WITH THE GOLDEN ARM**

A UA RELEASE

With Arnold Stang, Darren McGavin, Robert Strauss, John Conte, Doro Merande, George E. Stone, George Mathews, Leonid Kinskey, Emile Meyer, Shorty Rogers, Shelly Manne. Screenplay by Walter Newman & Lewis Meltzer. From the novel by Nelson Algren. Music by Elmer Bernstein. Produced & Directed by Otto Preminger.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 26 NEW YORK, U. S. A., TUESDAY, FEBRUARY 7, 1956 TEN CENTS

ceeds McGee

ame Gaughan oper Circuit oker, Buyer

l Agent of TOA inted by Anderson

Special to THE DAILY

OLN, Neb., Feb. 6.—George n, who has been serving as resentative for Theatre Own- merica, has been named head booking, buying and exploita- partment of Cooper Founda- eatres. Gaughan replaces Pat who, according to Kenneth rson, general manager of the

(*Continued on page 4*)

n Domestic House ing MGM Film Week: Reagan

rom THE DAILY Bureau

LYWOOD, Feb. 6.—Charles gan, vice-president and gen- es man- Loew's, interna- ales ex- and rs at- ng the any's - wide nce at bassador here to- hat his c sales ent had ccessful king one or more M-G-M

Charles M. Reagan

(*Continued on page 4*)

M Bookings Set rd in England

rom THE DAILY Bureau

N, Feb. 6.—MGM's London announces that for "Metro a total of 4,325 theatres in this will be playing Metro pic- No less than 10,565 prints will istribution in theatres, in ships g from Britain, and in armed ' establishments during the That is an all-time record.

Starr and Rembusch Answer Zenith on Subscription TV

The present brand of television entertainment, which the public receives free, cannot be bettered by subscription television, Alfred Starr and Trueman T. Rembusch, co-chairmen of the Committee Against Pay-to See TV, declared in a letter to the editor of "The Wall Street Journal" yesterday.

The text of the letter, which was published in the newspaper's "Letters to the Editor" column, was written by Starr and Rembusch to take "emphatic exception" to statements issued by Commander E. F. McDonald, Jr., president of Zenith Radio Corp. The remarks by McDonald were published by "The Wall Street Journal" on Jan. 20.

The committee co-chairman took an opposite viewpoint to that of McDonald who stated that pay-to-see TV "is one way, perhaps the only way, to provide independent television stations, especially those in smaller cities, with supplementary

(*Continued on page 4*)

Cut in Milw. Censor Staff Sets Off Row

Special to THE DAILY

MILWAUKEE, Feb. 6.—A recent decision of the city Motion Picture Commission to reduce the number of its aides from 18 to 13 has set off a controversy over its motives in letting the aides go.

Two of the dismissed aides believe

(*Continued on page 4*)

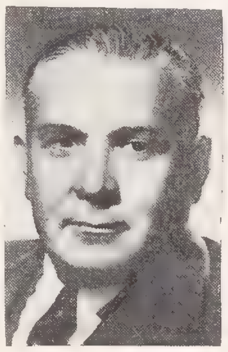
Skouras Clarifies Situation

Adler Pact Depends On New Zanuck Deal

To Continue As Production Head If Talks Are Not Fruitful; Zanuck Product to 20th

By MURRAY HOROWITZ

The new executive head of production at the studio for 20th Century-Fox will be Buddy Adler, replacing Darryl F. Zanuck in that post, if negotiations with Zanuck are consummated, 20th-Fox president Spyros P. Skouras said yesterday.



Spyros P. Skouras

Commenting on current contract negotiations with Adler and Zanuck, Skouras said the current shift in the top studio post will have no effect on the company's production schedule, which will continue uninterrupted.

The 20th-Fox president said pres-

(*Continued on page 5*)

Drive-In Sections in All Col. Press Books

Special to THE DAILY

CLEVELAND, Feb. 6.—Columbia Pictures through Abe Montague, its general sales manager, has announced in the Allied drive-in convention program that a special section of each press book will be devoted to ideas for exploitation in drive-in theatres.

Montague, in a by-line article in the convention program, says, "I believe that, perhaps, we distributors have not given enough thought, on our part, to the specialized needs of the drive-in theatre. We should be supplying you with practical suggestions to start sparking your own ideas. I am going to ask our Columbia press book department to develop, for each film, a special section devoted to ideas designed just for drive-ins."

He added subsequently that these

(*Continued on page 4*)

Omaha Grand Jury Adjourns Drive-in Probe; Recall Likely

Special to THE DAILY

OMAHA, Feb. 6.—The Omaha Federal Grand Jury adjourned after listening two days to the drive-in situation in this area with regard to runs, clearances and the anti-trust laws.

Evidence will be studied, a gov-

(*Continued on page 4*)

Skouras on TV Plans

20th-Fox Holds Talks on Filming Group of 'Spectaculars' for TV

Twentieth Century-Fox currently is negotiating with potential TV advertisers on the production of a group of TV "spectacular" hour-and-a-half shows, it was revealed here yesterday by 20th-Fox president Spyros P. Skouras.

Skouras, in an interview, was asked about the company's TV plans, whether he is contemplating the sale of any part of the company's film library to TV. He responded that the question still is being studied, adding however, that he prefers to discourage such a possibility, emphasizing that most of the company's TV talks center around new subjects. Nevertheless, he joined Paramount Pictures president Barney Balaban in stating that old feature films demand a better price on the TV market.

Skouras said that 20th-Fox may make from six to seven separate TV series, reminding that the company's first TV series "My Friend Flicka" is

(*Continued on page 5*)

Cold Wave Forces UK Theatres to Close

From THE DAILY Bureau

LONDON, Feb. 6.—Power failures in Britain's prolonged cold wave forced many theatres in various parts of the country to close down, some for a few days, others for almost a week.

The cold spell, which persisted throughout the past week, was the most severe of any recorded here in more than 100 years.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York over the weekend from the Coast.

•

Jerome Pickman, advertising-publicity vice-president of Paramount Film Distributing Corp., and **Richard Todd**, British actor, have left here for London via B.O.A.C. Monarch.

•

Dave Preston, staff photographer of "Parade," has left New York with his bride for Hollywood, where he has been transferred by the magazine.

•

Hugh Owen, vice-president of Paramount Film Distributing Corp., and **Al Fitter**, his assistant, have returned to New York from Atlanta.

•

Sally Serin, secretary to **J. K. Chapman**, United Artists supervisor of branch operations, will be married here on Feb. 12 to **Marvin Baer**.

•

Edward L. Hyman, American Broadcasting-Paramount Pictures vice-president, has returned to New York from Detroit.

•

Ronald Neame, British producer-director, has returned to England from New York via B.O.A.C. Monarch.

•

Harold Hackett, president of Official Films, returned to New York yesterday from London via B.O.A.C.

•

William Powell, of Smith Management Co., has returned to Boston from Hartford.

•

Joseph L. Mankiewicz has returned to New York from Saigon, Indo-China.

Plan Goodman Salute At Feb. 21 Premiere

Show business and music world celebrities will salute Benny Goodman on the night of Feb. 21 when Universal-International's "The Benny Goodman Story," will have a kleiglight premiere at the Capitol Theatre here.

The New York premiere will be highlighted by a tribute to Goodman, during which leading disc jockeys will feature Goodman tunes on their programs, hotel and ballroom dance bands will schedule similar music and every record shop in the Times Square area will play "Let's Dance," the Goodman theme, on their street public address systems.

Both Steve Allen and Benny Goodman will be present at the theatre.

Howard Levy Gets A Shower of Cash At Farewell Affair

Howard Levy, 67 year-old, longtime salesman for Metro-Goldwyn-Mayer here, doffed his hat yesterday at Toots Shors and found, to his surprise, that the hat was filled with well wishes, old photos and cash gifts before he managed to put it on again.

More than 300 of Levy's friends gathered at Shor's for a luncheon in his honor on the occasion of his retirement, last month.

First, M-G-M's eastern division manager, Herman Ripps, handed Levy a check from the film firm. Following in the ceremonies was David Levy, a friend of Howard for many years, who also presented a check, saying that "some associates" had chipped in to honor Howard. The windfall continued when Lou Wexler, president of the Coliseum of Motion Picture Salesmen, officially the luncheon host, added a sum on behalf of the organization.

Adding finishing touches to the presentations were Samuel Rinzler, circuit head; Max Fried, president of the Motion Picture Bookers Club; Harold Klein, chief barker of the New York Variety tent, and Ed McNamee, Howard's old friend, who all presented Levy with a photo of the old gang at First National Pictures, 35 years ago.

Overwhelmed with the offerings, Levy disclosed that he'd been looking for a Florida retirement location since leaving M-G-M in January. Jokingly, Levy declared that if the industry would give him another luncheon, he'd be able to buy the Fontainbleu Hotel in Miami.

Theatre Attendance Down in Britain

From THE DAILY Bureau

LONDON, Feb. 6.—Cinema attendances declined throughout the first nine months of 1955, the House of Commons was informed.

Figures for the fourth quarter of the year were not yet available, it was stated. But average weekly attendances in the nine months were: first quarter, 23,778,000; second quarter, 23,667,000; third quarter, 22,200,000.

Comparable figures for 1954 were, respectively, 25,051,000, 24,770,000 and 25,927,000.

Allan Leaves M-G-M

INDIANAPOLIS, Feb. 6.—Jerry Allan has resigned as director of expoitation for Loew's branch office here to become account executive for Variety Publicity Associates here.

$251,000 'Alexander' Magazine Ad Budget

United Artists has set a $251,000 program of advertising in national magazines and newspaper supplements in behalf of Robert Rossen's CinemaScope production of "Alexander The Great," it was announced by Roger H. Lewis, national director of advertising-publicity.

The record ad campaign, a key feature of the $1,000,000 promotion backing "Alexander," will reach an estimated combined readership of 147,000,000, Lewis said.

Starts in April

The magazine program, to be triggered in April, will spot full-page, four-color "Alexander" displays in Life (April 2), Good Housekeeping (April), The Saturday Evening Post (May 12), Look (May 15), Harper's Bazaar (May), This Week (April 15), Family Weekly (June 10) and Pictorial Review (date not finalized). A full-page black-and-white insertion will run in the June issue of Parents' Magazine.

30 Pre-release Dates For 'The Conqueror'

Following its global capital-city engagements, Howard Hughes' "The Conqueror" will open in more than 30 theatres throughout the United States on Feb. 22, it was announced by Walter Branson, RKO's vice president in charge of world-wide distribution. Additional openings will be launched later in February and others in March with many of these engagements carrying over into the Easter holiday period. All the engagements are pre-release runs.

Among the theatres which will play the RKO CinemaScope-Technicolor release starting on Feb. 22 are: the Oriental, Chicago; Palace, Cincinnati; Palace, Columbus; Keith, Dayton; Palace, Cleveland; Orpheum, Denver; Orpheum, Des Moines; Missouri, Kansas City and Electric, K. C. Kans.; Pantages and Hillstreet, Los Angeles; Cactus Drive-In, Tucson; Warner, Memphis; Orpheum, Minneapolis; Orpheum, St. Paul; Orpheum, New Orleans; Brandeis, Omaha; Mastbaum, Philadelphia Stanley, Pittsburgh; Broadway, Portland; St. Louis, St. Louis; Utah, Salt Lake City; Golden Gate, San Francisco; Orpheum, Seattle and the Keith, Washington.

In Dallas Feb. 24

On Feb. 24 it will open at the Majestic, Dallas; Majestic, San Antonio; Worth, Ft. Worth and the Majestic, Houston. On March 31 at the Keith, Boston; Century, Buffalo and the Warner, Milwaukee.

The New York opening of "The Conqueror" will take place on March 30 at the Criterion Theatre.

U.K. Trade Complete Tax Relief Pleas

From THE DAILY Bureau

LONDON, Feb. 6.—The All-Indu Committee has completed its case reduction of the entertainment and forwarded it to Chancellor the Exchequer Harold Macmil The Chancellor also has been as to receive a small deputation to cuss the presentation.

NTA to Enter TV Film Production

National Telefilm Associates, distributors of films to television tions, has announced that it shortly embark upon TV film proc tion activities through a newly ganized program development dep ment, according to Ely A. Lanc president of NTA.

Abner J. Greshler, former presic of York Pictures Corp., has been pointed coordinator of the new partment. Greshler will gather terial for TV series from the top ative talents of New York and H wood.

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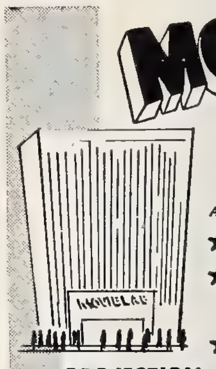
SUSAN HAYWARD
and Spectacular Stage Presentation



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ETTERS

O THE EDITOR

• • •

Your article on ScentoVision D 2/1/56) reminds how writ- of fiction often have foretold tific advances of the future. Verne in his writings pre- d many, so did Bellamy in the 's in his "Looking Backward." his he foresaw and described marvelous accuracy such items levision.

out twenty years ago Aldous ley wrote a book of the future d "Brave New World." In it rote of motion pictures which so projected the onlooker d both feel and smell. He d these the "Feelies" and the ellies," I believe! So, at least prediction has begun to come

oking forward to your report- on "The Feelies" soon.

Mrs. Alice N. Gorham, United oit theatres public relations tor, contests the newness of ellies." UDT, says she, essayed xperiment with one version of levelopment at its Vogue Thea- iere 15 years ago. The trial unsuccessful. When the audi- was supposed to smell sea , the apparatus gave forth joss smoke aroma; when perfume in order, it gave with the odor rned beef and cabbage. How- progress is not to be halted.

Arthur Herzog, Jr.
Detroit, Mich.

itney and Cooper nfer on New Slate

LLYWOOD, Feb. 6.—Cornelius hitney, president of C. V. Whit- ictures Co., arrived here today nfer on a comprehensive multi- e production program with n C. Cooper, vice-president and ction head of the company.

itney also will view final prints is organization's first picture, Searchers," which will be dis- ed by Warner Brothers.

n Benter Named C Sales Manager

LLYWOOD, Feb. 6. — Leon r today was appointed general manager of American Releasing by James H. Nicholson, presi- Benter, formerly sales repre- tive for 20th Century-Fox and h manager for Kranze-Levin res in Los Angeles for four , is planning a nationwide tour liscussions with ARC franchise rs.

From 1:33 to 1 to 2:55 to 1 Aspect Ratio

Variable Screen Process Shown With Re-Release of 'Fantasia'

Walt Disney's color production of "Fantasia," which Buena Vista Film Distribution Co. is re-releasing this month, utilizes an electronic lens and screen development which enables the picture to open up from 1:33 to 1 to 2:55 to 1.

"Fantasia" will have its initial re-release engagement at the Trans-Lux Normandie today, 15 years following its original release on standard screens with stereophonic sound, then called FantaSound.

Classic Composers Presented

Most of the cartoon sequences, in which Disney presents the music of Bach, Stravinsky, Tchaikovsky, Dukas, Beethoven, Ponchielli, Moussorgsky and Shubert, are presented in the CinemaScope ratio with the changes brought about by the electronic cue marks on the fourth magnetic sound track on the print.

"Fantasia" was first reviewed in the Motion Picture Daily on Nov. 14, 1940.

Blame Youth Crime On Some Pictures

ATLANTA, Feb. 6.—An upsurge of teen age crime in Atlanta has been blamed in part on films that "glamorize juvenile criminals," it was reported on page one of the Atlanta "Constitution" today.

Lack of parental guidance was also scored in the published statements, which were made by two Atlanta Detectives investigating teen-age crime. They were Dets. J. L. Cain and J. L. Carney. Det. Cain said "Blackboard Jungle" was directly responsible for a new wave of juvenile crime here recently.

"During the first week 'Blackboard Jungle' played here we noticed a great increase in teen-age crime," Cain said. "And when the movie played simultaneously at two neighborhood theatres we traced a juvenile free-for-all directly to those showings."

"Blackboard Jungle" was shown in Atlanta despite a ban by the city censors, after M-G-M won a temporary court injunction from Federal District court here.

Rich. Brandt Favors Producer-Exhibitor

If producers were back in exhibition "they'd soon realize the effects" of the product shortage and probably would increase their output, according to Richard Brandt, vice-president of Brandt Theatres, Inc.

Brandt's comment was made in light of remarks by Paramount's Adolph Zukor, who felt that a "fair-minded" approach in the industry would be for producer-distributors to have the right to provide theatre outlets for their product if divorced circuits get permission to make pictures.

'We Would Be Very Pleased'

"We would be very pleased," Brandt said yesterday "if the producer-distributors would get that privilege" from the courts. Emphasizing that the shortage of product was one of the major problems in exhibition today, Brandt asserted that the entry of the film companies into exhibition might "attune them" to the needs of theatre owners.

"If they (the producers) had a stake in this end of the business, they might produce more for all the screens," he said.

On Friday, Zukor, chairman of the board at Paramount, said "these exhibitors want everything to be done fairly, so I am sure that they will suggest to the government that producer-distributors be permitted to operate theatres. Otherwise, it would be a one-way street."

$70,000 for 'Jester'

Danny Kaye's "The Court Jester" has racked up an estimated $70,000 for the first week at the New York Paramount Theatre, it was announced. The Paramount VistaVision-Technicolor film will begin its second week at the Times Square showcase tomorrow.

United Theatre Owners of Okla. Open First Convention in O.C. Tomorrow

Special to THE DAILY

OKLAHOMA CITY, Feb. 6.—Exhibitors from Texas and Arkansas, as well as from all parts of Oklahoma, are expected to start arriving here tomorrow for the first annual convention of United Theatre Owners of Oklahoma which will get under way on Wednesday at the Skirvin Hotel. The board of directors is slated to meet tomorrow night on the eve of the convention's first session. The conclave will run through Thursday.

Speakers include Sen. James Rinehart; Milt Phillips, editor of the Seminole "Producer"; Kyle Rorex, of Texas COMPO; Al Sindlinger, industry analyst; R. J. (Bob) O'Donnell; Robert Walker, Fruita, Colo.; Pat McGee, Denver; David Cheatham, Pulaski, Tenn., and Abe Berenson, Gretna, La.

A showing of clips of "Carousel" in CinemaScope 55 and a screening of M-G-M's "Meet Me in Las Vegas" also are on the agenda.

Annual Awards:

Holden, Jones And Fox Cited By 'Photoplay'

Jennifer Jones, William Holden and 20th Century Fox's "Love Is a Many-Splendored Thing" are the 1955 winners of the annual "Photoplay" Magazine Gold Medal Awards, it was announced yesterday.

Joan Collins was voted "most promising actress" and will receive a special "Photoplay" Magazine certificate.

A similar certificate will be awarded George Nader, chosen "most promising actor." The gold medals and certificates, and other awards for outstanding 1955 achievement in every phase of the industry, will be presented to the winners at "Photoplay's" annual banquet on Thursday in the Beverly Hilton Hotel, Hollywood.

Miss Jones Honored for 2

Miss Jones was selected by the public as the most popular actress for her performances in 20th's "Love Is a Many-Splendored Thing," and the same studio's "Good Morning, Miss Dove."

Holden, who was voted the same top honor in Photoplay's 1954 poll, will receive his second straight gold medal for his 1955 performances in Paramount's "The Bridges at Toko-Ri" and "The Country Girl," 20th's "Love Is a Many-Splendored Thing" and Columbia's "Picnic."

Miss Collins was selected for her performances in 20th's "The Adventures of Sadie" and "The Girl in the Red Velvet Swing," and Nader's hit with the fans in U-I's "Six Bridges To Cross," "The Second Greatest Sex" and "Lady Godiva" won for him the "most promising actor" award.

Fords to Get Plaques

Special bronze achievement plaques will be awarded during the presentation banquet to: Glenn Ford and his wife, Eleanor Powell, for their "untiring devotion to religious and civic life and their contribution to the youth of our nation"; to James Dean, posthumously, for his performances in "East of Eden" and "Rebel Without a Cause"; to Otto Preminger, for his "The Man With The Golden Arm," and to Columbia Pictures for "Picnic."

Nine Certificates to Be Presented

In addition to the gold medal for "Love Is a Many-Splendored Thing," nine more certificates will be given:

To Paramount Pictures for "Strategic Air Command"; Universal-International for "To Hell and Back"; Warner Brothers for "Rebel Without a Cause"; Twentieth Century-Fox for "A Man Called Peter"; Warner Brothers for "East of Eden"; Samuel Goldwyn for "Guys and Dolls"; Warner Brothers for "Mister Roberts"; Columbia for "The Long Gray Line," and M-G-M for "Love Me Or Leave Me."

PEOPLE

Jerry Sager, director of publicity and advertising for the B. S. Moss Theatres, has been appointed publicity chairman for the Variety Clubs International convention, to be held at the Waldorf-Astoria Hotel here from May 9 to 12.

□

George DeWaide of the B. F. Shearer Theatre Equipment Co., Seattle, will replace the late **Hugh Bruen,** head of the Bruen-Whittier Theatres at Whittier, Calif.

□

Emanuel C. Stutz, managing director of the Circle Theatre in Cleveland, has leased the Standard, 700-seat downtown grind house, and will re-open it with an exploitation picture policy.

□

Dorothy Buckley and **Kay Hickernell,** both of Universal-International in Cleveland, have received promotions. **Miss Buckley,** former office manager's secretary, is now secretary to branch manager **Carl Reardon.** Miss Hickernell has become assistant to secretary **Laura Kovac** in **Peter Rosian's** district department.

Brotherhood Drive On in Philadelphia

Special to THE DAILY

PHILADELPHIA, Feb. 6. – The rally marking opening of the Brotherhood Drive in the Philadelphia exchange area was held in RKO Radio projection room this afternoon to an overflow crowd. Veterans of the campaign stated that the gathering was the largest they have seen in a number of years marking the kick-off of a national industry effort.

Co-chairman Ted Schlanger, Stanley Warner zone manager, and Charles Zagrans, RKO branch manager, greeted the representatives of all 600 theatres in the territory, including Tom Walker, Comerford Theatres; Ben Rosenberg, Penn Paramount Theatres; W. Kreag, Fabian Theatres; Mort Levine, Varbalow Theatres, and Lou Davidoff, Ellis Theatres, plus Norman Weiss, of William Goldman Theatres; also branch managers and most district managers.

Dr. Andrew Gottschall, permanent local chairman of the National Conference of Christians and Jews, delivered a brief talk outlining the purposes, the accomplishments and the successes of the National Brotherhood Week campaign.

Schlanger, as exhibitor chairman, spoke of the theatres' important part in all worthwhile endeavors and outlined the exact duties and methods that theatres in the territory should use to accomplish the educational and material objectives of this campaign.

REVIEW:

Forever Darling

Arnaz—MGM

Exhibitors who benefited box-officewise from Lucille Ball and Desi Arnaz' earlier joint effort, "The Long, Long Trailer" will find themselves in a good position to make use of exploitation angles in "Forever Darling". Although this film lacks the vivacity and charm of the earlier attraction, its light, family-type appeal and the antics of the stars should please most audiences.

Produced by Arnaz, Lucille and Desi are in a husband and wife role again. Lucille is a rich, society girl whose marriage to serious-minded scientist Arnaz has reached the humdrum stage. Miss Ball shows concern about the situation, and with the help of James Mason, as a guardian angel seen only by her and the audience, the relationship is remedied and the couple fall in love again. Some routine comic situations come up in the Helen Deutsch screenplay, which, at times, just escapes being forced comedy. Characteristic slapstick scenes display Miss Ball's penchant for this type of laugh-getter and will be readily appreciated by her following. Although the film rations its belly-laughs, there is an abundance of smiles and pleasantry which offer adequate entertainment suitable for the family.

Directed by Alexander Hall, the film is essentially a conveyance for Lucille and Desi. Other roles by Mason, and Louis Calhern portraying the father of Miss Ball, are handled with the necessary polish.

Factors that could be a plus value for some audiences are the scenic background of the film photographed in Eastman Color at Yosemite National Park and printed in Technicolor, and a pleasant title song which could become popular.

Running time, 96 minutes. General audience classification. Release not set.

JOSEPH WOLFE

Milwaukee Censors

(*Continued from page* 1)

that they were not reappointed this month partly because they had argued against cutting or banning certain pictures to which others were opposed.

Valentine Wells, executive secretary of the commission, denied this and said the number was cut because the commission expected a lesser work load in 1956.

There has been some discord between aides and commissioners as to certain cuts in films. One aide suggested a change in the basic rating system.

Mayor Zeidler asked a study be made of the policies in having a standard way of processing those reports. "I believe that whenever a commission member or aide reviews a picture he should put his recommendation down in writing. Formal action should be taken on these reports, and the commission secretary should be instructed to follow through and report on whether the recommendations were followed by the distributor or exhibitor.

Omaha Grand Jury

(*Continued from page* 1)

ernment attorney stated, and the jury will be recalled if it is decided to press for indictments.

Although there were no official statements, film row talk had Ralph Blank and Bill Miskell, owners of the Sky-View drive-in, as the complaining witnesses. They were among the first called to testify. Blank also owns the Admiral and South Omaha Chief, both neighborhood spots.

Name Gaughan

(*Continued from page* 1)

Foundation, no longer is with the circuit.

Anderson, an attorney, moved into the general managership of Cooper Foundation on Jan. 4. At that time it was announced that McGee would be replaced by Anderson as general manager and that McGee would become booker and buyer for the circuit which operates theatres in Nebraska, Colorado and Oklahoma. Anderson withdrew from the Lincoln law firm of Beghtol, Mason & Anderson to head the Cooper interests. The firm continues to represent the Foundation.

Gaughan operated a theatre in Tennessee before joining TOA about two years ago.

Drive-in Sections

(*Continued from page* 1)

special sections are in preparation now and that the first press books to carry them will be those on "Hot Blood," starring Jane Russell and Cornel Wilde, and "Jubal" starring Glenn Ford and Ernest Borgnine.

Montague's article points out that the drive-ins contribution to the national box office dollar now ranges between 15 and 20 per cent.

ITOO Oct. Convention

CLEVELAND, Feb. 6.—The 1956 annual convention of the Independent Theatre Owners of Ohio will be held in Columbus some time in October, according to ITOO secretary Bob Wile. Until a few years ago, the association always held its conventions in the fall. Of late they have been held in February or early spring.

Income from Abroa
To Increase: Loew

From THE DAILY Bureau

HOLLYWOOD, Feb. 6.—Prospe an improvement in the rates o change and in foreign econom prime factors in the plans of Lo Inc., to enlarge its theatre hol abroad, it was stated here toda Arthur Loew, president of Lo Inc., during the worldwide sales ference of the company.

Loew predicted for the futu annual overseas income in exce the $50,000,000 which, he stated been earned by the company i foreign market in each of the three years.

M-G-M Meet

(*Continued from page* 1)

pictures to play on every s in the U. S. and Canada, as as Alaska and Hawaii, this wee honor the visitors to Hollywood overseas, the period of Feb. 5-1 clusive had been designate "M-G-M Week" and a worl goal of "An M-G-M Picture on Screen" had been set.

Theatre Total at 17,710

Reagan, reporting to the confe being conducted by Loew's pres Arthur M. Loew, said there are 710 theatres open and operati the domestic territory and that ings were obtained in every o them, stressing the fact that were not simply "token" bookin a single, minimum-length pi but that the 17,710 theatres play a grand total of 45,596 pi —an average of two and one-hal tures per theatre.

Many theatres in opposition t ular M-G-M customers, he said play one or more M-G-M featur the first time in from seven t years.

Starr, Rembusch

(*Continued from page* 1)

revenue they need to survive prosper." The Zenith head also on Jan. 20 that subscription t sion "can only succeed by bri a better product and then only public wants it that way."

Starr and Rembusch stated "Thus far, the proponents of scription television never have o definite and specific assurances the type and caliber of program which will replace the free waves; the public is asked to vide a contribution for TV ing privileges for the type shows they are now receiving direct cost; from an economic o tertainment standpoint, there need nor reason in the U. S. for TV and any illusions of such has been created by small speci terest seeking big private gains the public is being asked to d the cost of UHF stations which closed down due to the lack of enue and for other reasons."

ɔx Talks

(Continued from page 1)

to bow Friday. In addition,
as spoke of the company's plans
ding "spectaculars."
rning to the company's new
ı. CinemaScope development,
as said present plans call for
production in 55mm. of about
films per year, reserving that
ım for the "great, great" films.
of the four, will be roadshown
present plans, he added.

'King and I' the First

he King and I," he went on, will
e first picture shot in 55mm. to
adshown, with some 35 to 40
ions contemplated for such en-
nents. He said plans for "The
and I" have not reached a defi-
stage, but emphatically stated
20th-Fox will not be involved in
purchase of the new projection
ment needed for such roadshow
gements.
e next film slated to be filmed
m., he added, is "The Greatest
Ever Told."

h-Fox Adds 26
ope 55 Showings

th 33 demonstrations of Cinema-
55 completed as of yesterday
e audiences totalling more than
00 exhibitors, press and opinion
rs, the new process will be
ı by 20th Century-Fox in 26
key domestic cities through
21.
e current series, constituting one
largest film sampling programs,
pected to realize an attendance
ore than 300,000 prominent fig-
from all areas of the motion pic-
industry as well as representa-
from all major communications
ı and community leaders.
ree showings will be held today
at the Palace Theatre, Dallas;
onsin, Milwaukee, and the Poli,
Haven. The programs will be
d respectively by Mark Sheri-
Jr., 20th Century-Fox South
district manager; M. A. Levy,
West division manager; and C.
ı Norris, Eastern sales manager.
monstrations tomorrow will be
ıcted as follows: Criterion,
ıoma City, Mark Sheridan, Jr.,
and Paramount, Wilkes-Barre,
n Moskowitz, Atlantic division
manager, host.

'A's 1955 Gross
t at $1,137,313

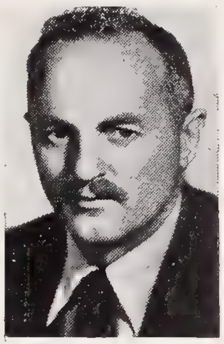
ɔLLYWOOD, Feb. 6. — Gross
ess of United Productions of
ica reached $1,137,313 during
, it was announced here today
ephen Bosustow, president, at a
ng of the board of directors.
rnings of $15.46 per share, and
purchase of all preferred stock
l in by the company last fall,
eported by Ernest Scanlon, vice-
lent and treasurer.
officers were reelected at the
ng.

Adler-20th-Fox Pact

(Continued from page 1)

ent talks with Zanuck involve the independent production of from one to five pictures per year for 20th-Fox release. He indicated that both he and Zanuck have alloted four months time for negotiations of a new contract.

In the interim, Adler will function as executive in charge of production and will continue in that post if and when the talks with Zanuck are satisfactorily concluded, Skouras stated. He went on to say that a new contract with Adler will be negotiated, recognizing his new position. In response to a question, Skouras said that Adler as a 20th-Fox producer "has some participation" in the profits of his pictures. Several months ago, Adler was appointed by Zanuck as his executive assistant. Skouras, in announcing Zanuck's replacement by Adler, was high in his praise of the latter.


Darryl Zanuck

The 20th-Fox president, describing his present negotiations with Zanuck as friendly, elaborated on a weekend statement announcing a leave of absence for Zanuck commencing March 1. Under negotiations, in addition to the number of pictures, are such issues as the use of 20th-Fox story properties and star and talent roster, Skouras said. Zanuck's pictures, the 20th-Fox president added, will be wholly financed by 20th-Fox. While producing in the U.S., Skouras continued, Zanuck will utilize the 20th-Fox lot. In regard to TV rights and other rights to Zanuck-produced pictures, Skouras said it probably will be a 50-50 deal on those matters between Zanuck and 20th-Fox.

Zanuck, a vice-president since 1935 and a principal stockholder in the company, head of the studio for the past 20 years, was said to have been motivated in his desire for independent production by a wish to take things somewhat easier and be relieved of the burdens of running the studio. It also was said that Zanuck desired some sort of profit-participation agreement with 20th-Fox under his present contract, which has no such provision. In the interim, until a new contract is worked out, Zanuck will render advisory services to the company.

Has Long-Term Pact

Skouras said the present Zanuck contract, which continues in force and bars Zanuck's employment by any other company, has many years before it runs out, approximating the terminating date at sometime in 1968. Skouras said that if negotiations with Zanuck for a new contract prove unsuccessful, Zanuck will return to the studio in his present post.

Turning to the question of a possible replacement for Al Lichtman, who is due to retire as distribution director of the company on March 3, Skouras said that he has not decided as yet on Lichtman's replacement.

Inject More of N.Y. In 'Emmy' Awards

Televisi.. Today..

Patterning itself after the motion picture industry's "Oscar," television's "Emmy" awards will represent "more of New York's point of view" when winners are announced by the Academy of Television Arts and Sciences on March 17, according to Tex McCrary, chairman of the Academy's New York membership drive.

In recent years, according to McCrary, membership in the academy was comprised of more than 90 percent Hollywood members. This year, spurred by the Academy's New York founder's committee of 100, more than 500 members from this area have been recruited with good signs that New York will be represented almost equally in the Academy's membership by the Feb. 15 deadline for voting in the "Emmy" awards.

Membership in the Hollywood academy is in excess of 1,000. McCrary anticipates a membership of at least that when final ballots are tallied and winners announced for the 41 awards in joint ceremonies at the Waldorf-Astoria here and the Pan-Pacific Auditorium in Hollywood on March 17. Only a portion of the 41 awards will be telecast on NBC-TV.

Coast Arrests Made For 'Monika' Showing

HOLLYWOOD, Feb. 6.—Based on numerous complaints by citizens to the city attorney's office and to the police in those sections of the city where the Swedish film, "Monika," was being shown, vice squad officers have made a series of raids on the theatres involved, including two drive-ins and one downtown house, the Orpheum, confiscating the films and arresting the managers and the projectionists, who were booked for the showing of an indecent film.

Those arrested were later released in $500 bail.

Gross, Krasne Plan 7 Theatrical Films

HOLLYWOOD, Feb. 6.—Supplementing their TV activities, Jack Gross and Philip Krasne, owners and operators of the California Studios, plan to produce a minimum of seven theatrical features during 1956. Each of the films will be produced independently of releasing commitments, with distributor deals determined after the producers have had an opportunity to evaluate the finished product.

. . . NEWS ROUNDUP

3 Feb. Bows for 'Oklahoma!'

Rodgers & Hammerstein's "Oklahoma!" will open in three cities during February, it has been disclosed by George P. Skouras, president of Magna Theatre Corp., worldwide distributors of the film. The picture will open at the Coronet Theatre in San Francisco on Feb. 16, at the United Artists in Detroit on Feb. 20 and at the Film Center Theatre in Baltimore on Feb. 21.

■

SMPTE Meeting Feb. 14

The February meeting of the SMPTE will be held on Feb. 14 at the Carl Fischer Concert Hall here. Dr. Philip Nolan, chief physicist of Farrand Optical Co., will discuss "Practical Optics for Laboratory and Studio."

■

Two Damage Suits in Nash.

Two damage suits, each for $100,000, have been filed in Circuit Court, Nashville, naming Crescent Amusement Co. and the owners of the Colonial and Bel Air drive-in theatres as defendants, along with Noel Ball, Jr., local disc jockey who makes advertising tape recordings for these theatres, and Lou Lusky Jr., an associate of Ball's, in connection with an accident Feb. 8, 1955, in which two girls were drowned.

The theatres are being implicated because Lusky, in Ball's car, with the girls as companions in the car, were delivering the tape recordings to the theatres at the time of the accident. The presentment holds that the driver, for Ball, was "on their business" when the accident occurred.

■

Report Mexico-Russia Pact

Mexico and Russia will make a picture co-production pact this year similar to that which this country has just made with France, it was announced at a party that Emilio (Indio) Fernandez, a top director, gave at his home here in honor of Russian Ambassador Anatoly G. Kulashenkov.

Alfred Berry to RKO In Studio Relations

HOLLYWOOD, Feb. 6.—Alfred B. Berry has been named executive in charge of RKO Radio studio relations, it was announced here today by Charles L. Glett, vice-president in charge of the studios.

Berry, formerly a CBS executive in New York, will be responsible for the supervision of labor relations, personnel relations and public relations at the studio, under Glett.

Great pictures build LIFE's great audience

LIFE's great audience can build your pictures

SPECIAL TO PRODUCERS AND EXHIBITORS

Here are a few examples of LIFE's tremendous impact in city after city across the country:

Market Area	*No. of Theaters**	*Seating Capacity**	*LIFE Audience†*
New Orleans, La.	63	57,686	71,890
Grand Rapids, Mich.	23	15,447	73,340
Hartford, Conn.	31	34,522	168,690
Salt Lake City, Utah	23	16,839	51,730

*Source: *Film Daily Year Book.* †Source: A supplement to *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc.

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79. NO. 27 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 8, 1956 TEN CENTS

don Says

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ges on Reasonable
ribution Proposals

By LESTER DINOFF

d States Association would not rse to amending its proposed mental regulation measure if stributors came to Allied and Theatre Owners of America with reasonable proposals, Julius M. Gordon, president of Jefferson Amusement Corp. and East Texas Theatres, and an Allied board member, declared here yesterday.

M. Gordon

Gordon, in a detailed discus- industry problems and trade

(Continued on page 2)

x Slates 13
rough June

first half of 1956 will yield jor attractions from 20th Cen- ox, all of which will be in and all but one in Cinema- it was announced by presi- pyros P. Skouras.

amplified program will see two aScope productions released ly through June, including rs & Hammerstein's "Carousel," udio's first picture in the new aScope 55 process.

er releases include "The Man Never Was" also in February 'Carousel;" "On the Threshold

(Continued on page 3)

Says Films to TV Dooms 'Pay-to-See'

The sale of the motion picture companies' film libraries to television "marks the death knell of subscription television," Julius M. Gordon, president of Jefferson Amusement Corp. and East Texas Theatres, declared here yesterday.

Gordon, who is in New York on personal business, stated that the sale of these old films "was inevitable." He said that since these top pictures will be offered on TV free, toll-TV hasn't a "leg to stand on."

Snaper Ends Bid to Upset Loew's Ruling

Wilbur Snaper, former Allied States president, yesterday withdrew his appeal against the decision granting Loew's Theatres the right to operate a drive-in in Raritan, N. J. The appeal was withdrawn by a stipulation in Federal District Court here.

Snaper, represented by attorney Monroe Stein, contested the initial Loew's application as operator of the nearby Strand Theatre, in Keyport. A spokesman for Snaper said the record of the court hearing will be presented to the upcoming hearings of the Senate Small Business commit-

(Continued on page 3)

To Confer in Capital Tomorrow

Allied-TOA Set New Justice Dep't. Meet

May Enlarge Joint Proposals for Federal Support Beyond Those Already Made

Allied States and Theatre Owners of America leaders will converge on Washington again tomorrow to further press their joint strategy for trade practice relief in meetings with Department of Justice officials, MOTION PICTURE DAILY learned yesterday.

Myron Blank, TOA president, arrived in New York from his Des Moines headquarters by plane last night and will engage in preliminary conferences here today with other TOA officials. Walter Reade, of the TOA-Allied joint committee, is in Washington on other business, his office reported, and presumably will remain there for the Justice Department meetings tomorrow. Expected

(Continued on page 3)

Amusement Ads Up 32.1% in Nation's Newspapers in '55

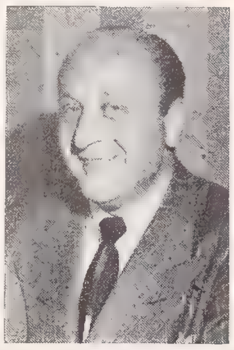
National advertising by the amusement industry in the nation's daily newspapers in 1955 jumped 32.1 per cent over the previous year's total, according to the Bureau of Advertising of the American Newspaper Publishers Association. Linage measurements in 228 newspapers in cities put the amusement total for last year at 1,469,862 lines, an increase of 357,547 over 1954.

"These figures," said the Bureau, "cover only advertising appearing

(Continued on page 2)

Kranze Named Cinerama V-P

Resignation of Bernard G. Kranze as general sales manager of United Artists to become vice-president of Stanley Warner Cinerama was announced jointly here yesterday by William J. Heineman, UA vice-president in charge of distribution, and S. H. Fabian, president of Stanley Warner.


B. G. Kranze

Fabian said that Kranze was joining Cinerama to expand its world-wide scope and that, for the present, he would devote his efforts to the

(Continued on page 6)

Arthur Loew at Meet

Loew's Future, Domestic And Foreign, Seen Bright

From THE DAILY Bureau

HOLLYWOOD, Feb. 7.—A bright future for Loew's, Inc., in both the domestic and international markets, was seen here today by Arthur M. Loew, president of Loew's Inc. and Loew's International, now attending the company's international conference which will continue the remainder of the week.

Declared Loew: "It is difficult to recall any time when we have had so many fine pictures ready for release and in production for release in the future."

Continuing his talk on production, Loew added, "M-G-M has always designed its films for the world-wide market. With the growing importance of the overseas box-office, this production policy becomes more vital than ever."

He went on to say that M-G-M

(Continued on page 2)

RODGERS & HAMMERSTEIN'S
CAROUSEL
20th Century-Fox presents
THE FIRST MOTION PICTURE IN THE NEW
CINEMASCOPE 55
MORE THAN YOUR EYES HAVE EVER SEEN
ADVERTISED IN THE MAR. ISSUE OF
Redbook
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THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

ALFRED E. DAFF, Universal Pictures executive vice-president, will return to the Coast today from New York.

•

AL KATZ, United Artists assistant general foreign sales manager, and MORT RAVEN, UA manager of the Trinidad office, will leave here today via B.O.A.C. for Port-of-Spain.

•

SEYMOUR SCHUSSEL, I.F.E. Releasing Corp. Eastern division sales manager, will return to New York tomorrow from Washington and Baltimore.

•

L. W. OLIVER, member of the board of Technical Films, Ltd., is scheduled to arrive in New York from London tomorrow via B.O.A.C.

•

JAMES R. VELDE, United Artists Western division sales manager, will return to New York today from the Coast.

•

EMMETT DALTON, British producer, has arrived in New York from London.

Chretien, Inventor of CinemaScope, Dies

WASHINGTON, Feb. 7.—Professor Henri Chretien, the inventor of CinemaScope, died last night at Walter Reed Hospital here at the age of 79. Private funeral services will be held here on Friday.

Paradoxically, the designer of the first successful anamorphic lens passed on on the eve of 20th Century-Fox's introduction of an improvement on the original process, CinemaScope 55.

The French scientist's process was first glimpsed by Spyros P. Skouras, president of 20th-Fox, and Earl I. Sponable, the company's research director at Prof. Chretien's home in Nice in 1952. Nine months later—on Sept. 16, 1953—"The Robe" ushered in the process. Professor Chretien attended the premiere of the picture at the Roxy.

Of late, Professor Chretien had been living with his daughter in Washington. He formerly was honorary professor of optics at the Sorbonne.

'Doctor' to 52nd St.

"Doctor at Sea" will have its New York premiere at the Trans-Lux 52nd Street Theatre here on Feb. 29, one year since "Doctor in The House" began its 24-week engagement at this theatre. It is being released here by Republic Pictures.

Allied Might Alter Proposal

(*Continued from page* 1)

practices, also stressed, among other things, the following points:

¶ Present and future cooperation between TOA and Allied States and the significance of the recent organizational moves.

¶ Joint Allied-TOA meetings with the Department of Justice and testimony before the Senate Small Business subcommittee.

¶ The apparent lack of interest on the part of the distribution as to why exhibition wants arbitration of film rentals and selling policies.

¶ The entry into production and distribution by "divorced" theatre circuits.

¶ The shortage of good product and the reported inability of exhibitors to buy the product which is being offered.

¶ The "beating" which exhibition allegedly is now taking under the present distribution policies and the consent decree.

Sees Possibility of 'Order'

The East Texas exhibition leader, who owns and operates over 50 theatres, stated at his Hotel Warwick suite here that he is of the opinion that "the Allied-TOA joint platform is the most constructive move in the industry thus far. It is a mystery to me as to why it took so long to formulate."

Gordon said that "if the full significance of the joint move could fully be grasped by the policy makers of distribution, as both TOA and Allied leaders have had different philosophies toward industry's problems, perhaps order might be evolved."

There is no doubt that Allied will go before the SSBC and Department of Justice to "press in all shapes and forms" for a solution to exhibition problems, Gordon said. "Distribution has always maintained that it has the great American right to sell its product as it sees fit, but in doing so it has deprived the exhibitors of their right to buy," the Allied board member added. Allied States' governmental measure, which would amend the consent decree which "was written by shrewd distribution lawyers and U. S. attorneys without much knowledge of our business," would reestablish the role of the exhibitor in the industry and "enable him to buy product on his ability to pay, rather than on the terms asked," he said.

"If distribution were to come in and present Allied and TOA with reasonable proposals, we might consider some amendment to our proposed governmental bill," Gordon stated, as "obviously, reasonable people should and would reconsider their position.

Sees 'Lack of Curiosity'

Gordon, continuing, declared that there "has been a consort of lack of curiosity on the part of distribution as to what exhibition means when it asks for arbitration of film rentals."

Commenting on the united TOA-Allied front, Gordon said that "the possibility of further cooperation between both groups is always good when matters of mutual interest arise." In reply to a query regarding divorced circuits entering production and distribution, Gordon stated that "with Justice Department approval, if a divorced circuit announced that it will begin production of a motion picture on a certain date, all exhibition will get a boost in morale."

Gordon in declaring that business in his theatres during the last quarter of 1955 was "the worst I have ever seen", said that if five to 10 good British pictures could be put into U. S. exhibition annually, "it would help exhibition and some small exhibitors reach solvency."

Amusement Ads

(*Continued from page* 1)

over the signatures of motion picture producers and other national advertisers in the 'amusement' linage category. They do not include investments by such advertisers in ads which bear exhibitors' signatures." Therefore, the Bureau added, the figures "only hint" at the total linage resulting from the "upward surge" of newspaper advertising by the amusement industry.

The totals represent linage and not dollar investment, the Bureau emphasized, and are confined to 228 of the newspapers covered by Media Records' "Blue Book." Final and official dollar figures covering the large majority of U. S. dailies will be issued by the bureau later, in its annual study, "Expenditures of National Advertisers in Newspapers."

Widmark to Produce; Will Make 2 for UA

United Artists yesterday signed contracts with Richard Widmark, who will begin a career as an independent producer for his new Heath Productions, Inc. by making two films for UA release.

First of the two films will be "The Seven File," a new novel by William McGivern soon to be published by Dodd, Mead & Co., in which Widmark will star. Slated for early fall production, the film will be made entirely on location in New York.

Widmark expects to establish offices in Hollywood within a few weeks.

Currently in New York for conferences with UA executives, Widmark recently completed a starring role in the Russfield film, "Run For the Sun".

Loew's Futu

(*Continued from page* 1)

films now bring in more than
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ket, predicting that theatre exp
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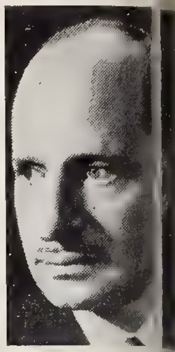
abroad may double that revenue.



Arthur L

Dore Schary, vice-president in charge of production and co-host with Loew at the conference, stated that M-G-M's investment of $100,000,000 in production embraces 40 films, representing "the biggest and
ambitious program any stud
ever designed." Montgomery
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Dore Schary

MGM Studio Host L.A. Mayor Toda

HOLLYWOOD, Feb. 7.—L
geles Mayor Norris Poulson v
honored tomorrow at an M-G-
dio luncheon where M-G-M in
tional sales representatives wil
sent greetings from the may
other cities around the world.

George Murphy will be ma
ceremonies at the event, whic
be attended also by members
talent guilds.

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FOR YOUR SCREENIN
CINEMASCOPE
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CUTTING & STORAGE ROOMS
MOVIELAB
THEATRE SERVICE,
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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copi

A-Allied

Continued from page 1)

the TOA team is Herman general counsel, expected here ew Haven today.

Shor, Allied president; Abram chairman and general counsel; in Rembusch and Horace of the Allied committee, are led to be on hand for that orion.

e efforts were made to keep eting itself, as well as its ob-, secret, MOTION PICTURE learned there is a possibility e joint exhibitor group may ce new proposals for governntervention in the industry at w's meeting. What the com- of the new proposals is and r they definitely will be ad- could not be learned last Blank declined comment when l at his hotel here.

ustice Assistance Sought

the recent completion of est TOA-Allied non-aggression he joint committee met with stice Department and solicited king for permission to divorced to engage in production with tive sales rights to their pic- eserved for their own theatres, r the inclusion of film rentals industry arbitration plan.

reported in MOTION PICTURE on Jan. 25, the Department of is more inclined to favor the a TOA proposal, than it is ter, an Allied proposal.

lar support will be asked by hibitor group of the Senate Business subcommittee at the expected to be set for the of Feb. 27.

exhibitor organizations have e two proposals are aimed at their members two most press- roblems—product supply and erms.

per Ends

(Continued from page 1)

w that litigation is at an end. urther stated that Norman , a son-in-law of Nat Cohn, bia Pictures New York branch er, has sold his partnership t in the projected Raritan n to Loew's Theatres. August's nd relationship to Cohn was f the unsuccessful arguments the Loew's acquisition.

pokesman for Loew's Theatres not be reached for comment esterday.

rteen from Fox

(Continued from page 1)

ce" and "The Man in the Gray l Suit" in March; "Hilda ' and "The Revolt of Mamie " in April; "23 Paces to Baker ' and "The Proud Ones" in and "The Sixth of June" as s "Ten Feet Tall" in June. tly in release are "The Lieu- Wore Skirts" and "The Bot- the Bottle".

standard dimension color film, wk," will be released in April.

Factors in Current Rise

Growing Availability of Old Films To TV Seen as Market Stimulant

By MURRAY HOROWITZ

The growing availability of feature films for TV was described here yesterday as a stimulant for such product on the TV market by a spokesman for Hollywood Television Service, Inc., a subsidiary of Republic Pictures, which recently began selling a new group of 75 old feature films to TV, divided into two packages.

Contrary to previous reports that a glut may develop in view of the sale of the RKO Radio Pictures library to C & C Super for TV programming, the spokesman for Hollywood Television Services described the current TV market for feature films as very active. He said that since Jan. 15, the date marking the selling of Hollywood Television Service's new group of films, deals have been closed in 10 major TV markets.

One of the new packages in the new group of films, consisting of 24 features and labeled the "Silver Group," has John Wayne starred in seven features. The spokesman, telling of TV's constant need for programming and the interest in feature films, said the active, good market exists especially for quality films currently.

Disney Board Meets; Names 2 New VP's

HOLLYWOOD, Feb. 7. — Stockholders in Walt Disney Productions today relected Walter E. Disney, Roy O. Disney, Gunther R. Lessing, Paul L. Pease, Floyd B. Odlum and George E. Youngman as directors. They also elected John E. Barber, former U. S. Steel Corp. executive, to fill the vacancy created by the death of E. H. Wadewitz. The newly-elected board reelected all officers.

The board also created new vice-presidencies, naming E. Cardon Walker, vice-president in charge of advertising and sales, and William H. Anderson, vice-president in charge of studio operation.

Bischoff Suing W.B.; Charges Pact Breach

HOLLYWOOD, Feb. 7.—Producer Samuel Bischoff today filed a $390,000 damages suit against Warner Brothers, charging their filming of "Helen of Troy" breached a contract under which he, while in Warner employ, had prepared the property for production.

The suit lists use of his material, loss of screen credit and employment compensation as amounting to the figure sought.

Allen Brings 'Animal'

A print of Warner Bros.' "The Animal World", a history of the animal kingdom in color by Technicolor, was delivered to Warners' home office here, by Irwin Allen, the producer, who arrived here yesterday.

Official Films Takes Over Four Star

Television Today.. Official Films, Inc. has acquired Four Star Productions by exchanging 695,000 shares of stock for all of Four Star's stock currently owned by Dick Powell, David Niven, Charles Boyer, Ida Lupino, Don Sharpe and William Cruikshank, Jr., it was announced by Official's president, Harold A. Hackett.

Official's acquisition, subject to stockholder's ratification early in March, includes 192 television films from presentations of "Four Star Playhouse," "The Star and the Story" and "Stage 7", as well as a 25 per cent profit participation in the television film series, "Sheena, Queen of the Jungle."

Also part of Official's acquisition were TV rights to W. Somerset Maugham's literary properties and syndication sales rights on DuPont's Cavalcade Theatre and future "Four Star Playhouse" films.

Chesapeake Suit To Trial Today

The Chesapeake Industries $15,000,000 anti-trust suit against Loew's Theatres and RKO Theatres will go to trial here today before Federal Judge Archie O. Dawson.

The suit, charging that product of Eagle Lions Classics, a former subsidiary of Pathe Industries, now Chesapeake Industries, had been kept out of the Metropolitan New York market was filed in 1950. Tried by a jury in 1954, the suit was dismissed. However, the U. S. Court of Appeals reversed the lower court's ruling and ordered a retrial. In its judgement, the Court of Appeals dismissed RKO Pictures as a defendant.

RKO Signs Schneer To Produce 3 Films

Charles Schneer will produce three pictures for RKO Radio, it was announced by William Dozier, RKO's vice-president in charge of production, at the conclusion of negotiations here yesterday.

Titles and starting dates for the films will be announced at a later date.

Schneer, who made "It Came From Beneath the Sea," currently in release, recently completed "Invasion By Flying Saucers" at Columbia where he has produced over 75 pictures since 1940.

Certificate of Merit

Skouras Cited For Support of Colo. Hospital

Spyros P. Skouras, president of 20th Century-Fox Film Corp., has been awarded a Certificate of Merit for his activity in the film industry on behalf of the National Jewish Hospital at Denver, free, non-sectarian medical center for the treatment of tuberculosis and chest diseases, it was announced by Andrew Goodman, secretary of the New York committee of the hospital.

Skouras was one of seven civic and philanthropic leaders who received the certificates of merit for outstanding work on behalf of the hospital during the past year.

MPIC's Round Table To Mull Code Change

HOLLYWOOD, Feb. 7.—The Motion Picture Industry Council announced its third Film Creators Round Table meeting will be held Sunday evening, February 19th, at the Academy Awards Theatre here, with "Should the Production Code Be Revised?" as subject for panel discussion.

MPIC executive secretary Lou Greenspan said panel members have not been selected, or exact number decided upon, but stated selection will be "by category," with all creative contributors to production represented.

Greenspan pointed out that this round table meeting, like its two predecessors, will not undertake to make recommendations or pass resolutions, but will endeavor to air all aspects of the subject, hopeful of clarifying current views and, possibly, yielding some ideas that might prove useful to the recently established MPAA four-man committee.

Bert Stern, Conn to Make 'Mack Story'

Bert M. Stern, prominent Pittsburgh exhibitor, and Maurice Conn will produce "The Connie Mack Story," for release by 20th Century-Fox, it was disclosed yesterday.

Fred MacMurray will be starred in the picture, which is scheduled to go before the cameras in May, with a script by Barbara Worth and Conn.

Milton Not Jerome

Milton Pickman, film executive, has left here for London. It was inadvertently stated in Tuesday's edition of MOTION PICTURE DAILY that Jerome Pickman, advertising-publicity vice-president of Paramount Film Distributing Corp., had departed for the British capital.

NO BLANKS
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M-G-M presents a Goldmine of Entertainment

in CINEMASCOPE and COLOR

"MEET ME IN LAS VEGAS"

Starring

DAN DAILEY · CYD CHARISSE

with

AGNES MOOREHEAD · LILI DARVAS · JIM BACKUS
OSCAR KARLWEIS · LILIANE MONTEVECCHI · CARA WILLIAMS

and **GUEST STARS:**

JERRY COLONNA · PAUL HENREID · LENA HORNE
FRANKIE LAINE · MITSUKO SAWAMURA

Screen Story and Screen Play by **ISOBEL LENNART**

SONGS:

Music by **NICHOLAS BRODSZKY** · Lyrics by **SAMMY CAHN**

Choreography by **HERMES PAN** · Photographed in **EASTMAN COLOR**

Directed by **ROY ROWLAND** · Produced by **JOE PASTERNAK**

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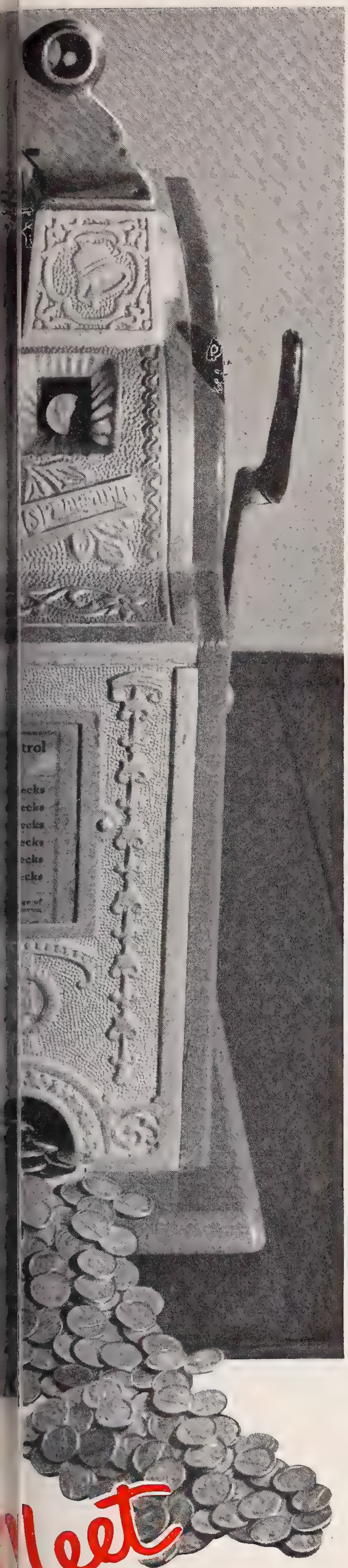
(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

M-G-M HITS THE JACKPOT AGAIN!



It happened when M-G-M's "Seven Brides For Seven Brothers" suddenly flashed across the movie skies and electrified the industry! It's happening again!

"MEET ME IN LAS VEGAS" is creating the same excitement. Word-of-mouth about a wonderful entertainment is sweeping every Film Row. When you see it, you'll know why it scored HIGHEST RATING in its first audience Preview, equalling record-holders "An American In Paris," "Singin' In The Rain" and topping "Seven Brides"! SEE FOR YOURSELF at the theatre screenings in every Exchange Center, from Feb. 13th to 16th.

"Meet
Me In
Las Vegas"

ASK M-G-M ABOUT THEATRE SCREENINGS IN EXCHANGE CITIES. FEB. 13th TO FEB. 16th!

If your invitation got lost, come anyway.

Mr. Exhibitor,
Theatres Everywhere,
U.S.A.
U.S. MAIL

Kranze

(Continued from page 1)

domestic field for the opening of more theatres to be operated by the company or by other exhibitors. Three Cinerama productions now are ready for exhibition and more are on the way. Fabian added that UA had made a "most generous gesture" in releasing Kranze.

Heineman, in stating that Kranze's resignation was "a loss to the entire United Artists organization," added that in taking over his new post at Cinerama, Kranze "carries with him the sincere good wishes" of the UA management and staff.

Kranze joined UA in 1951 as executive assistant to Heineman and was appointed general sales manager the following year. He will step into his new position on Feb. 27.

Lucy and Desi Start Premiere Activities

BUFFALO, Feb. 7. – Lucille Ball and Desi Arnaz will attend the world premiere tonight in the Dipson Palace in Jamestown of "Forever Darling". They opened the Western New York Heart Fund in Central Terminal, where they also received the key to the city of Buffalo.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

WE think that ABC is missing a bet in not exploiting one of the most entertaining week in-week out programs on TV. We mean Danny Thomas' wonderfully humorous, clean situation comedy series, "Make Room For Daddy." Not nearly enough stress is made to make John Q. Public aware of this unusually fine program. Once a family discovers "Daddy," it's a MUST in that household. . . . Dapper Donald Heywood, one of ASCAP's most prolific tunesters, has written the book, lyrics and music for "Soucouyant" (The Calypso Opera) currently playing to SRO in Trinidad and co-produced by Heywood and A. M. Querino. Trinity Productions will film the musical in color for distribution to the U.S. and Canadian market. . . . Signed as Television Consultant by Sidney Bernstein, David Lowe sailed for England yesterday to set up programming and remote telecasts in Great Britain. Lowe was formerly writer-producer-director of the "Coke Time" (Eddie Fisher) programs and later was director of programs for DuMont.

☆ ☆ ☆

Joseph W. Bailey

Easily one of the finest-staged and directed TVehicles of the season took place Monday night when Robert Montgomery presented "Good Friday, 1865" on NBC-TV, based on W. J. Ferguson's book, "I Saw Booth Shoot Lincoln," and adapted by John Lewellen. The entire cast turned in a splendid performance with an especially brilliant portrayal as "Ferguson as a boy" by Michael Allen. Plaudits must also be accorded Joseph W. Bailey, production supervisor for the Montgomery series, and director Perry Lafferty. . . . Al Koppell and Joe Davis have collabbed on a beautiful Hymn, "Somebody Sees," which rates a spot on any musical radio or TV musical. . . . With shooting skedded for April, Wm. F. Broidy Productions has signed Jean Yarbrough to direct 13 new "Wild Bill Hickok" telefilms, starring Guy Madison and Andy Devine for Kellogg's. . . . Milton Ford's Sunday Morning TV series, "Time For Adventure" has WRCAptured the moppet audience in New York. There's a future in this FORD. . . .

☆ ☆ ☆

Gina Gray

A new thrush, Gina Gray, made her debut at Art Ford's (Art meet Milt) Valentine Club on the East Side and the petite protege of Aileen Stanley, herself one of the greatest delineators of song we've ever heard, proved a sensation. Gina possesses youth, charm, pipes, style and delivery which moves this scribbler to predict stardom—but quickly. (Are you reading, moom pitchurs and TV producers?). . . . Phil Clarke, for the past seven years the famous CBSleuth, "Mr. Keen," has retired from show business and has purchased the Wayne Ranchtype Motel Court on the Lincoln Highway near Gettysburg. A fine actor, a gentle soul and a scholar, he leaves with the best wishes of his legion of friends and admirers. . . . Irish McCalla, whose "Sheena, Queen of the Jungle" telefilms start tonight on WPIX, is in Gotham for several guestints and leaves Thurs. for P.A.'s down South. "Jungle" is a Wm. & Ed. Nassour production, distributed by ABC Film Syndication.

☆ ☆ ☆

Dodge bigwigs will descend from Detroit en mass Friday to toss a press party for Lawrence Welk at the Sert Room of the Waldorf-Astoria. Larry's Champagne Music program heard TVia ABC Saturday nites has proved a musical sensation, winning awards and citations everywhere. Couldn't happen to a nicer guy. . . . Bill NBCullen and TVision Ann Macomber of L.A. were secretly wed in town last Dec. 23. . . . When ballplayers Billy Pierce, Joe Collins and Bill Hoeft meet (making some TV spots at Transfilm for R. J. Reynolds Tobacco) can Spring be far away? . . . Aided and abetted by his wife, Edith Adams, and vocalist-pianist Matt Dennis, Ernie Kovac's TV NBClowning every morning is pure unadulterated hokum, bound to zoom the cigar-eater into the big time. Jac Hein, producer-director of the series, rates a low bow for his deft handling of the crazy-mixed-up kaleidescope of nonsensical but laugh-provoking shenanigans.

National Pre-Selling

**"CAROUSEL'S" singing
Shirley Jones, is the cov
on the Feb. 6 issue of "Life.'
photo of the Rodgers & Hamm
star was taken on the producti
and the new 20th Century-Fox
cal is mentioned prominently
cover.**

**A pictorial story on "Carouse
pears in the issue. It is led off
page of full color photos taken
cation in Boothbay Harbor,
Other shots taken at the famous
bake, the side shows and
scenes make up an entertaining**

●

"Helen of Troy," "Diabolique
"The Night My Number Came
receive laudatory reviews in the
ruary issue of "Redbook."

●

**Striking page ads on "Car
and "Picnic" appear in the F
issue of "Collier's".**

●

Jan Landon in the February
of "Good Housekeeping" plugs
nic," and says William Holden'
formance in the Columbia p
will attract a new feminine aud

●

**The first of the series o
Charles Lindbergh story, titled
Against Odds," appeared in the
5 issue of "American Weekly.'
editors of "American Weekly"
called to the readers' attentio
the Lindbergh story will be d
tized in Warner Bros.' forthc
picture, "The Spirit of St. Lou**

●

"The Benny Goodman Story"
ad appearing in the Detroit
Press" section of "Parade" has
in bold face type, "Now Playi
Madison Theatre, Detroit."

●

**"My Most Wonderful Tim
Day" is the title of an article
Donna Reed, co-star of "The
Goodman Story," which appea
the February issue of "Wo
Home Companion." She tell
"Companion" readers that the
part of each day is after 6 P.M.
she can be with her three chi
To illustrate this thought, ther
many photos showing Donna
her children at dinner, playing
and helping with their home w**

●

"Kismet," reports Ed Miller i
February issue of "Seventeen,"
"gay, dazzling musical about lif
love in old Baghdad where a
magnificently played by H
Keel, lives by his wit and sing
his supper."

●

**"Picnic" and "Carousel" wer
lected as two of the top pictur
the month by Ed Zittell in the
ruary issue of "American Maga
Action stills taken on the prod
sets of these films appear in
"Movies of the Month" section o
issue.**

WALTER H

Private club
comfort on United
DC-7s nonstop
to Los Angeles!

"the Continentals!" Here is absolutely everything anyone could imagine in luxury travel. Highlights include delicious meals served right at your seat, buffet snacks and a choice of cocktails, a club-like lounge. Extra-fast luggage delivery, too. Try the "Continentals" on your next trip to Los Angeles.

Leave 10 a.m.—arrive 3:45 p.m.; or leave 12 noon—arrive 5:45 p.m.

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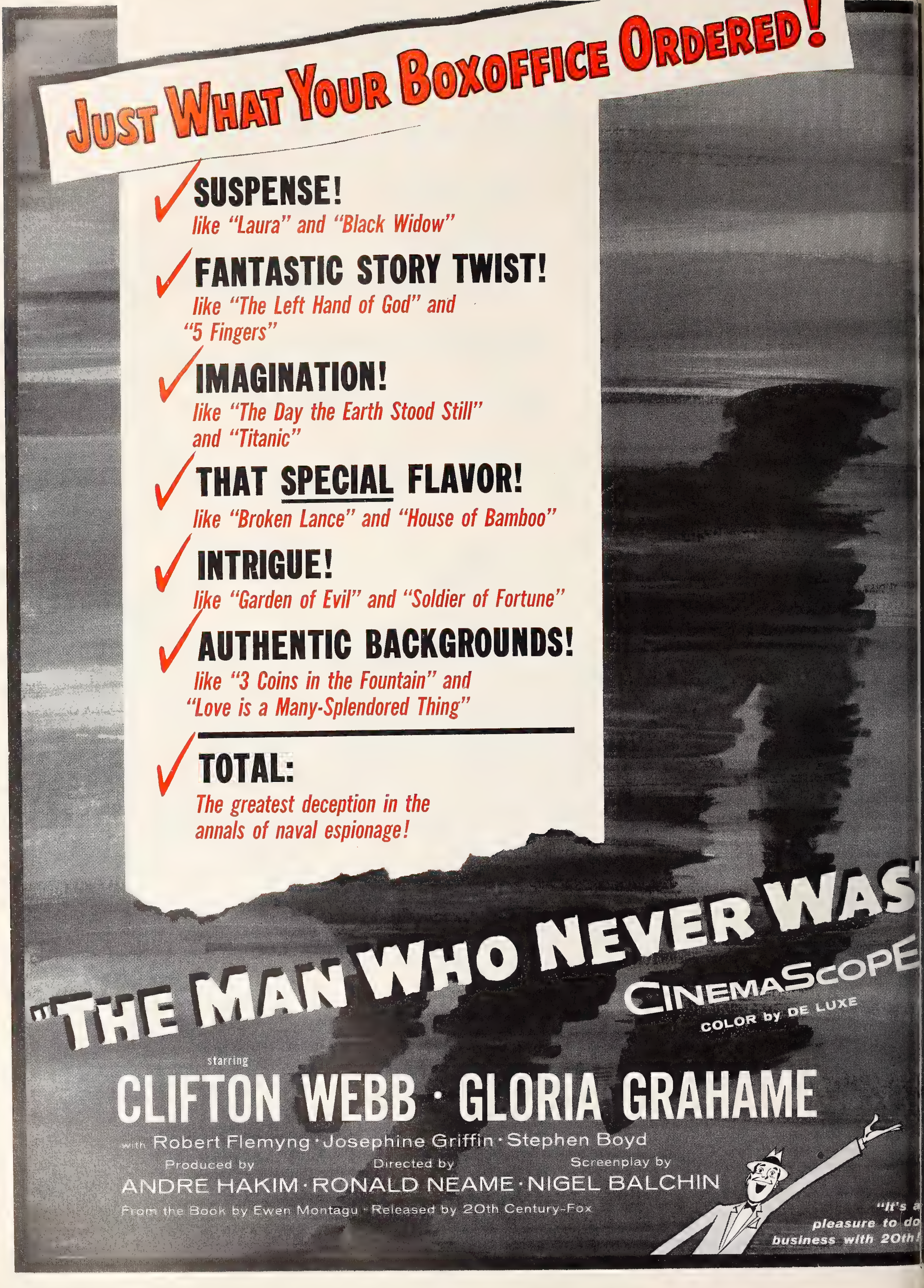


JUST WHAT YOUR BOXOFFICE ORDERED!

✓ **SUSPENSE!**
like "Laura" and "Black Widow"

✓ **FANTASTIC STORY TWIST!**
like "The Left Hand of God" and "5 Fingers"

✓ **IMAGINATION!**
like "The Day the Earth Stood Still" and "Titanic"

✓ **THAT SPECIAL FLAVOR!**
like "Broken Lance" and "House of Bamboo"

✓ **INTRIGUE!**
like "Garden of Evil" and "Soldier of Fortune"

✓ **AUTHENTIC BACKGROUNDS!**
like "3 Coins in the Fountain" and "Love is a Many-Splendored Thing"

✓ **TOTAL:**
The greatest deception in the annals of naval espionage!

"THE MAN WHO NEVER WAS"

CINEMASCOPE
COLOR by DE LUXE

starring
CLIFTON WEBB · GLORIA GRAHAME

with Robert Flemyng · Josephine Griffin · Stephen Boyd

Produced by ANDRE HAKIM · Directed by RONALD NEAME · Screenplay by NIGEL BALCHIN

From the Book by Ewen Montagu · Released by 20th Century-Fox

"It's a
pleasure to do
business with 20th!"

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 28 — NEW YORK, U. S. A., THURSDAY, FEBRUARY 9, 1956 — TEN CENTS

the Record

)A,Lichtman ve Views on rbitration

ribution Plans to d Draft to SSB

issue of when the arbitration hould be submitted to the Sen- nall Business Committee was f the major factors that led e Owners of America to "tem- y" withdraw its approval of aft, it was revealed here yes- in an exchange of letters be- Myron N. Blank, TOA presi- and Al Lichtman, chairman of tributors negotiating committee. two letters, made public by disclosed the firm intention of ution to forward the completed to the Senate Small Business ittee before the Congressional s scheduled hearings, a move

(*Continued on page* 6)

Accept for ix Drive

ert J. O'Donnell, national chair- of the industry's campaign for from the Federal admission tax, ceived acceptances from 14 in- leaders to his invitation to as vice chairmen of the cam- committee.

se named are Gov. Ellis Arnall, Balaban, Myron Blank, Harry , S. H. Fabian, Emanuel . Leonard Goldenson, M. A. ıan, Jr., Pat McGee, Walter Jr., Elmer C. Rhoden, Sol A. rtz, Morton Thalhimer and R. Vogel.

Millen Tells of C's 'Failure'

resentations to executives of s Theatres and RKO Theatres playing time in Metropolitan York in their respective circuits ms distributed by Eagle Lions s failed, it was testified here lay by William C. McMillen,

(*Continued on page* 7)

Says NYC Council 'Wastes Money' in Discussing Pay-TV

The New York City Council, which will consider the issue of subscription television at a public hearing today, "fritters away time and wastes taxpayers money in consideration of a resolution by Abe Stark, president of the Council, condemning pay-as-you-see TV, James M. Landis, special counsel for Skiatron Electronics & Television Corp., declared yesterday.

Landis, in a letter to Mayor Robert F. Wagner, stated that as he represents the three proponents of subscription television, "we refuse to be drawn into a snap judgement proceeding on a matter long under consideration and now under extended hearings by the Federal Communications Commission."

The Skiatron counsel added that

(*Continued on page* 6)

Hobart Anti-Trust Action Is Settled

The $702,000 anti-trust suit which was filed last month by Hobart Theatre Corp., operating the Hobart Theatre in Astoria, L. I., was settled and dismissed with prejudice yesterday in New York Federal Court.

Charging monopoly, plaintiff had named Loew's, Paramount, Columbia, United Artists and Universal as defendants.

At Department of Justice Session Today

TOA-Allied Unit Has Alternate Proposals

Armed With Recommendations if D-J Rejects Circuit Production, Arbitration

The joint Theatre Owners of America-Allied States Association committee will submit alternate proposals at today's meeting with the Department of Justice in Washington if the government rejects the two proposals to permit divorced circuits' entry into production and for all-inclusive arbitration which have "been under advisement" since late January," according to a top TOA representative.

The exhibition committee, which is in Washington at the Justice Department's invitation, is seeking relief from certain current trade practices.

The status of the alternate proposals, which the joint committee is said to have, was undetermined as it was indicated that if the government turned down the TOA-Allied proposals on divorced circuits and arbitration, the board of directors of both organizations would have to

(*Continued on page* 6)

Oklahoma T.O. Meet Draws 200 Exhibitors

Special to THE DAILY

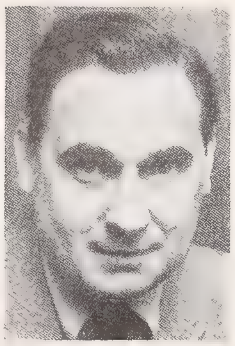
OKLAHOMA CITY, Feb. 8.—Approximately 200 exhibitors attended the opening today of the convention of United Theatre Owners of Oklahoma. Edward Thorne, president, opened the conclave with a welcoming address, and was followed by Milton Philips, editor of the "Seminole Producer," whose talk on the subject "The Newspaper, Your Theatre and Community Welfare," stressed the value of the rural publication to the industry in holding patrons and promoting new business.

Philips emphasized the importance of bringing motion picture advertising and news stories "down to the local level," saying "the local movie is still the center of each town's activ-

(*Continued on page* 2)

UA Ups Velde To Sales Mgr.

James R. Velde has been appointed general sales manager of United Artists, it was announced yesterday by William J. Heineman, vice-president in charge of distribution.


James R. Velde

Velde had been Western division manager of UA since 1952. He replaces B. G. Kranze, who has resigned to become vice president of Stanley Warner Cinerama Corp. Velde will assume his new post in the organization on Feb. 27.

In a statement issued in connection with the appointment, Heineman

(*Continued on page* 7)

In Answer to Suggestion

Toll TV Committee Blasts Zenith For UHF Revenue-Raising Proposal

By J. A. OTTEN

WASHINGTON, Feb. 8.—The Joint Committee on Toll TV blasted Zenith Radio Corp. for suggesting that subscription television be approved by the Federal Communications Commission as a way of raising revenue for UHF television stations in financial distress.

Zenith had advanced this suggestion in comments filed with the FCC in December in connection with the Commission's study of the de-intermixture problem and ways of helping UHF stations.

The Joint Committee today, in answering comment, said Zenith's suggestion "has no place" in the de-intermixture proceedings and should be fought out and decided in the separate proceedings the Commission had under way earlier on subscription television.

In announcing its plans to issue rules on de-intermixture, the Commission made it clear, the Committee said, that "this proceeding was initiated to consider allocation and kindred technical matters and was not intended to be utilized as a soap-

(*Continued on page* 7)

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Productions, left here for the Coast yesterday for a 10-day visit.

•

EMERY AUSTIN, ARTHUR CANTON, CHARLES FELLEMAN and NORMAN KAPHAM, of the M-G-M home office exploitation department, have returned here from Jamestown, N. Y.

•

ROBERT S. WOLFF, RKO Radio managing director in the United Kingdom, will return to London from New York today aboard the "Queen Elizabeth."

•

BOB JOHNSON, chief booker for Smalley Theatres, and LARRY DORAN, manager of the Smalley house in Cooperstown, N. Y., have returned there from Albany.

•

AL LEVY, 20th Century-Fox Northeastern division manager, has returned to Boston from upstate New York.

•

ANATOLE DE GRUNWALD, producer, will return to New York today from London via B.O.A.C.

•

ALBERT MARGOLIES, Buena Vista director of advertising-publicity, is in Atlanta from New York.

•

MIKE SIMONS, M-G-M director of exhibitor relations, is in Oklahoma City from New York.

•

SIDNEY DENEAU, Western sales manager for Paramount, left New York yesterday for Chicago.

•

ROBERT ROSSEN, director, has arrived in London from New York via B.O.A.C.

Submit Bill to Retain Corporate Tax Rate

From THE DAILY Bureau

WASHINGTON, Feb. 8.–House Ways and Means Committee chairman Cooper (D., Tenn.) and Rep. Reed of New York, ranking committee Republican, today introduced legislation to continue the present 52 per cent corporate tax rate for another year, which would provide an extension until April 1, 1957.

Otherwise, it would drop to 47 per cent on April 1 under existing law. President Eisenhower had asked for the extension of the corporate rate and also of various existing excise tax rates which would also drop under existing law this April.

Seadler Asks to Be Sued If He's Wrong

"Sue me if I'm wrong," Si Seadler, advertising director for M-G-M, yesterday said while discussing the forthcoming "season's hits" which the company will release during 1956. Seadler, who recently returned from Hollywood, optimistically reported that M-G-M has "big money pictures" in "The Swan," "Tribute to a Bad Man" and "Gaby."

Disclosing that most of his activities while at the studio were confined to "seeing pictures," Seadler asserted that the M-G-M line-up is studded with "hits." He cited such films as "Meet Me in Las Vegas," "The Last Hunt," "Lust For Life," "The Rack," "Forbidden Planet," "The Catered Affair" and "High Society."

Spring Expects Big 'Dolls' Gross Abroad

HOLLYWOOD, Feb. 8.–Samuel Goldwyn's "Guys and Dolls" should gross as well abroad as it is now doing in this country, it was predicted here today by Morton A. Spring, first vice-president of Loew's International.

Spring's forecast was made following the screening of the film for 76 Loew's foreign sales members who are from 37 different countries attending the world-wide conference at the M-G-M studios.

The kickoff spot for the launching of "Guys and Dolls" abroad will take place in Tokyo, Apr. 5, with day-and-date engagements at theatres in Osaka, Kobe and Kyoto. Samuel Goldwyn and Mrs. Goldwyn are sailing on the President Cleveland, March 17, for their first visit to Japan and to attend the openings.

Rapp Named Fabian Schenectady Mgr.

ALBANY, Feb. 8.–Phil Rapp has been promoted to Schenectady city manager for Fabian Theatres, effective Friday. He succeeds the late Guy A. Graves, who had held the position since 1945.

Rapp's younger brother, Lou, will transfer from the State and Erie to the Plaza, Schenectady, as a replacement, according to Fabian division manager Elias Schlenger.

Gene Ganott, assistant manager of the Palace in Albany, will succeed Lou Rapp at the State and Erie.

'Picnic' Here Feb. 16

Columbia's "Picnic" starring William Holden and Rosalind Russell, will have its premiere at the Radio City Music Hall here on Feb. 16.

IATSE to Report on Convention Details

Action by the board of International Alliance of Theatrical Stage Employes on industry and internal labor matters which were taken under advisement in Hollywood last week will be made public "in early April when the minutes of the proceedings are sent out to the IATSE membership," according to an IATSE representative.

All of the IATSE officials have returned to New York from the Coast with the exception of international president Richard Walsh, who has gone to Miami to attend the executive council meeting of the AFL-CIO, which will run until Tuesday. Walsh is a vice-president of the newly-formed AFL-CIO.

Five-Day Week Discussed

According to the IATSE official, among the industry and internal labor matters which were considered at the Hollywood meeting were the five-day work week, which now is in effect at the studios, the first annual AFL-CIO convention, an appeal for an "A" charter for Home Office Employes Union, Local H-63 and problems confronting the Hollywood locals.

Liability Exemption Asked for Stations

WASHINGTON, Feb. 8.–The National Association of Radio and Television Broadcasters urged Congress to relieve stations from civil liability for defamatory statements broadcast by political candidates.

Robert L. Heald, chief attorney for the NARTB, told a House Commerce Subcommittee that broadcasters now face loss of their licenses if they attempt to censor political broadcasts but also face civil liability for defamatory statements made in political broadcasts.

Heald opposed a second proposal to deny subversive individuals or organizations the right to "equal time" on stations during political campaigns, whenever the station makes time available to some other candidate. He said the NARTB approved the objectives of this bill but thought it would put an impossible administrative burden on individual stations.

Says Milw. Censors Among the 'Toughest

MILWAUKEE, Feb. 8. – Charles Teitel of Teitel Films, Chicago, speaking to the Better Films Council here, called Milwaukee's censorship board "one of the toughest in the country." He asked audience to broaden their viewpoints and judge foreign films on the basis of different society and upbringing which they reflect.

. . . NEWS ROUNDUP

Reopen Columbus Art Ho

The Indianola, Columbus, O., re-open next week under the man ment of Charles Sugarman, oper of the World Theatre, who rece leased the neighborhood house. Indianola, the only Columbus theatre with CinemaScope equipm will operate under a policy simila that of the World.

■

NBC Film Division Shift

The National Broadcasting C pany has transferred the operat of the NBC Film Division to Kag Corp., it has been announced Robert W. Sarnoff, president of N Kagran is a wholly-owned subsid of NBC.

■

Canadian Board Surplus

The National Film Board Canada reports a surplus of $31 on its main operations during 1954-55 fiscal year. The total inc totalled $3,412,603 for its princ program compared with expendit of $3,381,447.

■

Erin, Tenn., Theatre Sold

Mr. and Mrs. Harry Fitch sold the Erin (Tenn.) Theatre Loren E. Jackson, who has oper it for them for several years.

Oklahoma Meeting

(*Continued from page 1*)

ity, and will remain so, provide cal theatre management and the papers work together.

State Senator James Rinehart El Reno, spoke on "Know Your islator," urging that law-makers contacted at their homes rather at legislative sessions.

David Cheatham, of Pulaski, T discussed drive-in theatres which using live acts and local talen conjunction with the film shown.

Election of officers will be hel morrow.

Scenes from the CinemaScop production of "The King and I" shown this morning for the dele at the Criterion Theatre. The s ing was followed by a get-acqua coffee for the ladies and lunche the Skirvin Hotel.

The day closed with a ranch and buffet supper as guests of Oklahoma Theatre Supply Co Beverly's Hide-Away.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

x H. Ardrey, executive vice-
lent of Bankers Trust Co. and
known to the motion picture in-
y in consequence of years spent
ad of its banking department,
g which he handled consider-
motion picture financing, has
elected president of the bank.
oan Colt, former president, has
named to the new office of
nan of the board.

◻

lt Disney has been named to
e the United States Department
e Interior Conservation Service
l.

◻

rold Koplar, canvasman of the
ouis Variety Club, has received
rtificate of recognition from
ommittee Norteamericano Pro-
o, for his "contribution to the
rance of mutual understanding
en the people of the United
and the Republic of Mexico."

◻

n Isely, manager of the Fond
ac Theatre in Fond du Lac,
for the Alliance Amusement
Chicago, was named winner of
unior Chamber of Commerce
guished service award.

◻

yd E. Yoder, general manager
e NBC-owned radio and tele-
stations KYW and WPTZ in
lelphia, has been named vice-
ent of the National Broadcast-
o. Two others, **Thomas C. Mc-**
of Los Angeles, general man-
of KRCA in Los Angeles, and
M. Beville, director of research
planning, also were appointed
residents.

◻

ford I. Cane, business manager
Eastern advertising and pub-
department of Universal Pic-
for the past nine years, has
ed to join Bache and Co. as an
ment counsellor.

◻

Novak, featured with **William**
n in Columbia's "Picnic" and
Francis, co-star of M-G-M's
idden Planet," will be special
at the annual banquet of the
al drive-in convention to be
n Feb. 23, in Cleveland.

roll Story to RKO

O has completed a deal with
tate of Earl Carroll for permis-
o make a film on the career
showman, according to Wil-
Dozier, RKO's vice-president in
of production. The film,
ed as a musical will be entitled
Most Beautiful Girls in the
l."

Traveled 25,000 Miles

Wayne, Home from Europe, Says Europe 'Hungry' for U.S. Films

From THE DAILY Bureau

HOLLYWOOD, Feb. 8.—After 25,000 miles of barnstorming for "The Conqueror," in which he stars, John Wayne returned home today with some concrete ideas about the lucrative foreign market at the present time for the American film.

"I can understand now why nearly 50 per cent of Hollywood's income comes from abroad", Wayne said. "The European is hungry for the kind of entertainment to be found in American pictures. The average theatre-goer in Europe doesn't want to be propagandized, and the American film, with its straight entertainment value and high technical skill, gives him what he wants."

Sees Star-Trips Useful

Wayne stated that his experiences convinced him that similar trips by American motion picture stars should be made, thereby spreading inestimable goodwill for not only Hollywood but the United States throughout the world. This was Wayne's first trip to the Continent.

RKO, distributor of "The Conqueror," estimates that the European gross alone from the film would top $10,000,000 because of Wayne's personal appearances in connection with the charity premieres in major European capitals.

Interstate, Astaire In Dance Studio Pact

Charles L. Casanave, president of Fred Astaire Dance Studios Corp., yesterday announced conclusion of franchise negotiations with the Interstate Theatre Circuit of Texas.

Neil Agnew, vice-president in charge of the national expansion program with the Fred Astaire Studio operations, has concluded negotiations with R. J. O'Donnell, general manager of the Texas Interstate for Fred Astaire Studio franchises in Dallas, Houston, San Antonio, to be followed by other key city studios in Texas.

"Theatre operation is so geared that they can easily handle this business which grosses millions a year without expensive staff additions," Casanave said, adding that similar arrangements are now under discussion with other large theatre chains. Details are to be announced soon, he stated.

Kintner to Receive NARTB Award

WASHINGTON, Feb. 8.—Robert Kintner, president of the American Broadcasting Co., has been named to receive the National Association of Radio and Television Broadcasters' 1956 keynote award. The award, given each year to an outstanding broadcaster, will be presented to Kintner at the NARTB's convention in Chicago in April.

'Alexander' Premiere In London March 22

Robert Rossen's production of "Alexander the Great" will have its world premiere on March 22 in London, according to Francis M. Winikus, executive assistant to Max E. Youngstein, United Artists vice-president in charge of advertising, publicity and exploitation.

Winikus, who returned with Youngstein early this week from London and Paris, said that promotional plans currently are being formulated for the British bow which will be sponsored by a charity organization there.

N.Y. Plans Made for Brotherhood Drive

Plans for an extensive campaign in the New York area for Brotherhood Week were announced yesterday following a meeting of 20 distribution and exhibition executives held in the Waldorf-Astoria Hotel under the direction of Sol M. Strausberg of the Interboro Circuit and Ernie Sands of Warner Brothers, exhibitor and distributor chairman, respectively, of the drive in this territory.

Theatre activity will include special marquee and lobby displays, showing of a Brotherhood film starring Frank Sinatra, distribution of brochures and solicitation of membership contributions.

Field Men to Aid

The distribution group plans call for field men to contact and enlist the support of all independent distributors and independent theatre owners.

Coordinated with the theatre program will be a two-week barrage of newspaper, television and radio publicity stressing the principles and objectives of the Brotherhood Drive.

Under the program developed at the session, more than $1,000 in U. S. Savings Bonds will be awarded to theatre managers in the area staging the best promotion for Brotherhood Week., Feb. 19-26.

L.A. Exhibitors, Distributors Meet Tuesday on Brotherhood Week Plans

LOS ANGELES, Feb. 8.—Ernest Borgnine will be the principal speaker at a mass meeting in the Boulevard Theatre here next Tuesday in preparation for Brotherhood Week. The meeting was called by the Southern California Theatre Owners Association.

National Screen Service will distribute complete campaign kits in support of the drive.

Sets New Mark

CBS 1955 Net Is Estimated at $13,397,000

Preliminary estimates indicate that sales and profits of Columbia Broadcasting System, Inc. for the fiscal year ended Dec. 31, 1955, reached new highs in the company's history, it was announced at the meeting of the board of directors by William S. Paley, chairman.

Net earnings for 1955 are tentatively estimated at $13,397,000 or 17.4 per cent over the $11,415,000 earned during 1954. Per share earnings for 1955 were $1.83, which is an improvement of 21 cents over the $1.62 per share earned in the prior year. These per share amounts are after adjusting the number of shares outstanding to reflect the three-for-one stock split-up made last April.

At the meeting, the board of directors declared a cash dividend of 20 cents per share on its Class A and Class B stock, payable March 9, to stockholders of record on Feb. 24.

Deny Westinghouse, C & C Super Deal

Reports that C & C Super has concluded a deal with Westinghouse Broadcasting Co. were denied here yesterday by a Westinghouse spokesman, who acknowledged, however, that negotiations are still in progress.

The Westinghouse spokesman, referring to the 740 feature film RKO Radio Pictures package, said the talks covered the four cities which have TV stations owned and operated by Westinghouse; San Francisco, Pittsburgh, Cleveland and Boston. As to Boston, however, the spokesman said that only part of the package is included in the talks, explaining that General Teleradio, which owns a Boston TV station, controls the remainder of the package.

Calls Holland Ideal For Film Production

HOLLYWOOD, Feb. 8.—British producer George Willoughby, here to sign two stars and a director for "Captain Jan," which he will produce in Holland for the American market, today told the press the subsidies now being offered by the Dutch government, together with plentiful private investment capital, have made production conditions in that country ideal.

Asserting that production costs in Holland are about half what they are here, Willoughby said he and Arthur Dreifuss have formed the New Amsterdam Production Co. in association with the Netherlands government, with "Captain Jan" the first film on their schedule.

COMING — GOLDEN YE

I have just returned from a visit to our Hollywood studio, devoted to screening completed new pictures and to setting our picture plans and projects for the near future with our production heads, Y. Frank Freeman and Don Hartman. The visit gave me the additional first hand information I needed in order to make a complete and accurate appraisal of Paramount's releases for 1956 and 1957.

It is my firm conviction based upon this realistic appraisal, that Paramount product available this year and next will gross at the boxoffice level an amount exceeding the grosses of any previous two years in the history of Paramount Pictures Corporation.

Our two lead pictures, Cecil B. DeMille's THE TEN COMMANDMENTS and WAR AND PEACE, both to start their release in 1956, are certain to roll up record grosses. No company in the business has ever provided two such unprecedented attractions in one season.

I saw THE TEN COMMANDMENTS in rough complete form and was thrilled to the core. It is everything and more, that we and Mr. DeMille hoped. It more than justifies the tremendous production effort, the great all-star cast and the lavish budget that was invested in it. That there never has been a motion picture so inspiring and with universal entertainment values so overwhelming and boxoffice potential so high, I am completely convinced.

Paramount executives recently flew to Rome to attend the screening of the complete footage of WAR AND PEACE, based on the greatest novel ever written, and produced on a mammoth scale in English by Ponti-DeLaurentiis, with Paramount's full production and financial cooperation, and directed by King Vidor. Its all-star cast is headed by Audrey Hepburn, Henry Fonda and Mel Ferrer. The enthusiastic report from the screening is that WAR AND PEACE is certain to take its place with the all-time great pictures and top grossers of our business.

Right now Hal Wallis' THE ROSE TATTOO, based upon Tennessee Williams' stage hit and starring Burt Lancaster and Anna Magnani, in its first engagements is fast becoming the most talked-about picture of 1956. Indications are that Academy Award time will spotlight its magnificent performances for even brighter boxoffice returns.

Danny Kaye's spectacular super-comedy, THE COURT JESTER, has opened with resounding success in its initial engagement at the New York Paramount Theatre. To follow soon will be our Easter picture, ANYTHING GOES, the richest and most sparklingly modern of all musicals, starring Bing Crosby, Donald O'Connor, Mitzi Gaynor and the incomparable Jeanmaire. Also a great and history-making contribution to the musical field is THE VAGABOND KING, based on Rudolf Friml's internationally famous romantic operetta, and introducing opposite the beautiful and talented Kathryn Grayson a brilliant new star, Oreste, whose golden singing voice, I predict, will quickly make him an important favorite with moviegoers everywhere.

The exceptional entertainment values of these three pictures alone, and their costs, could well comprise an entire year's program for many a producing organization.

At the studio I saw in complete form Perlberg-Seaton's THE PROUD AND PROFANE, starring William Holden and Deborah Kerr, with which they have topped THE COUNTRY GIRL and with an entirely different type of picture; THE MOUNTAIN, a dramatic smash based on the well known book filmed mostly in the rugged French Alps and starring Spencer

FROM PARAMOUNT TO YOU!

Tracy, Robert Wagner and Claire Trevor; Bob Hope's surefire new comedy THAT CERTAIN FEELING, based on the Broadway hit KING OF HEARTS, with last year's Oscar winner, Eva (ON THE WATERFRONT) Marie Saint; and Alfred Hitchcock's suspense masterpiece, THE MAN WHO KNEW TOO MUCH, co-starring James Stewart and Doris Day and made in colorful French Morocco, London and Hollywood. I saw a great TV star become an even greater new film personality when I was superbly entertained by George Gobel in THE BIRDS AND THE BEES, with scintillating Mitzi Gaynor and David Niven. Three more talented newcomers destined to help fill the industry's need for fresh young stars, namely Carol Ohmart, Jody Lawrance and Tom Tryon, come through strongly under the skilled directorial hand of Michael Curtiz in the dramatic THE SCARLET HOUR.

Among the pictures in actual production at our studio are the new Dean Martin-Jerry Lewis big outdoor comedy PARDNERS and THE LEATHER SAINT, an unusual story which has been favorably compared with GOING MY WAY. Shooting starts soon on the big, exciting Audrey Hepburn-Fred Astaire musical FUNNY FACE; two pictures to be produced by Hal Wallis and starring Burt Lancaster, namely THE RAINMAKER and GUNFIGHT AT THE O K CORRAL. In the latter Kirk Douglas will be co-starred with Lancaster; the colorful LOVES OF OMAR KHAYYAM, co-starring Cornel Wilde, Trevor Howard, John Derek, Debra Paget and Raymond Massey and many other important attractions presenting in top roles such stars as Alan Ladd, Donald O'Connor, Marlon Brando, Bob Hope, Frank Sinatra and others of similar prominence.

To insure the flow of high quality Paramount product we have purchased in the past few months a host of exceptionally fine stories. These include such popular books as GERTRUDE LAWRENCE AS MRS. A., THE SEARCH FOR BRIDEY MURPHY, THE CAPTAIN'S TABLE, FEAR STRIKES OUT, THE GOLDEN JOURNEY, FLAMINGO FEATHER, FROM AMONGST THE DEAD and THE JOKER IS WILD. Our play purchases include the current Broadway hits THE CHALK GARDEN and THE MATCHMAKER and also LI'L ABNER, GIRLS OF SUMMER, Eugene O'Neill's DESIRE UNDER THE ELMS, and Tennessee Williams' SUMMER AND SMOKE. Our biographical acquisitions include KITTY HAWK (The Wright Brothers), LAWRENCE OF ARABIA and THE BUSTER KEATON STORY. Additionally we plan filming a number of superior original stories especially created by top-flight writers. Negotiations for several additional projects of major importance are nearing conclusion.

All of our pictures will of course be in VistaVision and mostly in Technicolor.

Paramount believes devotedly in the brilliant and prosperous future of the motion picture as still the greatest form of mass world entertainment ever conceived. In that spirit we are investing the largest sum of money in our history and our entire resources of talents and energy and showmanship to the creation of important pictures of the highest artistic and boxoffice levels for the continuous profits and prosperity of our customers everywhere. Our goal and promise are to surpass in 1956 and 1957 the high boxoffice quality of product which we have achieved in the past two years. I have every confidence, based on pictures finished or planned, that we will succeed.

Barney Balaban

President, Paramount Pictures Corporation

N.Y. Council

(*Continued from page* 1)

representatives of Skiatron, Telemeter and Zenith Radio Corp. would not appear at today's hearings scheduled on toll-TV by the City Council.

He also emphasized that the Council has no jurisdiction whatever in this matter and that a "fair hearing as to whether toll-TV is in the public interest has already been denied the proponents of toll-TV by the New York City Council." Landis told Mayor Wagner that "the Council has no jurisdiction of any kind over television. Its intrusion in this matter is unwarranted, unnecessary and a waste of the taxpayers' money."

Council president Stark, when made cognizant of the Landis letter to Mayor Wagner yesterday, declared that "they haven't the courage to face the people and could not stand up to open debate because of the weakness of their debate. Their position is one of cowardice."

Col. Renews Lease Of Houston Office

Columbia Pictures' general sales manager A. Montague yesterday announced that his company had signed a long-term renewal of the lease on the building housing its Houston exchange. The Columbia branch office there was opened in January 1955.

TOA and Lichtman

(*Continued from page* 1)

which is strongly opposed by TOA.

The letters also spelled out TOA's objections to the current draft and the organization's determination to relay its attitude to the SSB, which has postponed its hearings on the industry from Feb. 2 to a later date, believed the latter part of the month.

Lichtman, in his letter, referred to a meeting between his group and TOA representatives on Jan. 11 in regard to the procedure to be followed in submitting the draft to the Attorney General for his consent. Lichtman's letter to Blank, dated Jan. 16, went on to say that "during our discussion, you and your associates stated that, although the Theatre Owners of America have approved, and still approve, the proposed arbitration agreement, and are prepared to join the distributors in submitting it to the Attorney General, they felt that, purely as a matter of timing, the submission should not be made until after the first hearings before the Senate Select Committee on Small Business, now scheduled on Feb. 2. We felt that submission should be made immediately and urged that it be done jointly to reflect our agreement."

The chairman of the distribution committee, pointing to the 1953 SSB recommendation, urging the adoption of an industry arbitration system, went on to say in his letter that "we believe that the Senate Committee and the Attorney General should be advised of the agreement prior to the hearings now scheduled."

In his reply, dated Jan. 21st, TOA president Blank, referring to the time when the draft should be submitted, stated that "we still feel that to submit the plan at this time might properly be taken as an indication on TOA's part to attempt to whitewash distribution." Blank further stated that "while the TOA board approved the arbitration plan, it was not happy with it because it felt that the scope of arbitrability was entirely too narrow. It has always been our position that whatever may be litigated should be arbitrable," he added.

Lichtman, asked for comment yesterday on TOA's release of the exchange of letters, said they speak for themselves. He further stated that distribution plans to forward the arbitration draft to the SSB and copies to the Attorney General, as stated in his letter of Jan. 16.

Blank, taking exception to distribution's planned "unilateral" action in submitting the draft to the SSB, said copies of his letter to Lichtman will be forwarded to the SSB and the Department of Justice. The TOA president continued to state, that upon receiving the Lichtman letter, he polled the TOA board of directors and a four-point program of action was agreed upon. He listed the four points as broadening the scope of arbitrability, doing everything possible to stem the tide of "ever-increasing film rentals, even to seeking the arbitration of film rentals, making every effort to bring more product on the market, and withdrawing its approval, "temporarily," of the arbitration draft until the matter can be reviewed and revaluated at TOA's board meeting, March 4.

Will Utilize Interim Period

The interim period, he stated, would be used to accomplish the projects stated. It was during that interim period, Jan. 24, to be exact, that TOA announced its alliance with Allied States Association on a common program of action.

TOA stated it was releasing the exchange of letters following the appearance in the press of "venomous statements" by anonymous distributor representatives, commenting on the TOA-Allied united front.

'Goodbye' to Denver

Universal-International's "Never Say Goodbye," will have its world premiere at the Denver Theatre, Denver, next Tuesday, followed by openings in San Antonio, Houston, Cleveland and Pittsburgh. It will be released in March as one of the films in U-I's current Charles J. Feldman annual sales drive.

TOA-Allied

(*Continued from page* 1)

consider when and if they
be presented.
On Jan. 24, following th
nouncement of the latest TOA-
non-aggression pact, the joint
mittee presented the Departm
Justice with two proposals—one
that divorced circuits be allow
engage in film production, an
other being that film rentals
cluded in the industry arbit
plan.

Top Echelon Expected

Myron N. Blank, TOA pres
Herman M. Levy, TOA general
sel; Walter Reade, Jr., past
president; Rube Shor, Allied
dent; Abram F. Myers, Allied
chairman and general counsel;
man Rembusch, Horace Adam
other Allied committee me
are expected to attend today's
ing. Julius M. Gordon, Allied
member from Beaumont, may
attend the meeting.
According to a Departme
Justice official, as reported i
MOTION PICTURE DAILY on Ja
the government is more inclin
favor the TOA proposal of all
divorced circuits to engage i
production than to exert its infl
in having distribution includ
arbitration of film rentals int
industry plan.
Indications are that if the D
ment of Justice rejects both prop
both exhibitor groups have sub
plans for presentation.

Will Act Regarding Directo

It also was disclosed at TOA
quarters here yesterday that
board of directors of the na
exhibition group, at their meeti
New Orleans, March 4-6, will
action on the appointment of a
ecutive director, a post for
many industry and non-industr
ficials are being considered, an
a successor to George Gaughan,
field representative, who res
earlier this week.

'Destination Moon Rights to Rogers

Budd Rogers this week acq
national re-distribution rights t
Technicolor production, "Destin
Moon."
Ben Babb, recently Selznick'
vertising-publicity director until
nick re-joined RKO is associated
Rogers in the re-issue.

WARNER BROS.' TRADE SHOWINGS FEB. 15TH
"The River Changes"
WARNER BROS.' TRADE SHOWINGS FEB. 29TH
"THE STEEL JUNGLE"

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.
BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.
DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Warner Screening Room
2025 So. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • 2:00 P.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

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341 W. 44

ll TV

ontinued from page 1)
the presentation of economic
."
need for a solution of the al-
problems, the fact that eco-
ctors are involved in the cur-
F problems and the difficul-
erent in making significant
n changes all combine to
Zenith proposal an insidious
the FCC was told. The
ee noted that FCC Commis-
obert E. Lee last month sug-
the Senate Commerce Com-
hat a limited toll-TV authori-
e considered as a solution to
problem.

ority Over Rates Doubted

dangers inherent in this ap-
re apparent from the balance
missioner Lee's testimony,"
mittee continued. It pointed
t Lee admitted the FCC
under any toll-TV authoriza-
ve to regulate toll-TV rates.
considerable doubt whether
now has the power to do
Committee said.
Joint Committee also argued
nith's suggestion of toll-TV
UHF stations was "wholly in-
nt" with its previous long-
position that toll-TV not be
to UHF stations. It quoted
nts from earlier Zenith plead-
back up this assertion, and
clared that "in order to take
ge of the Commission's pres-
cern with the problems of
nd to avoid any close public
of its own proposal), the
hameleon has now changed
s and presents itself as the
of UHF."

ge Dockets-Consolidation

Commission should in any
nsider toll-TV as part of the
mixture proceedings, the Com-
aid, it should carefully con-
l the material filed in the
toll-TV proceedings and "at
least the two docket should
olidated."

harges Zenith, Skiatron
xtraneous Issues Attempts

HINGTON, Feb. 8. – Ameri-
oadcasting Co. in its reply
nents in connection with the
Communications Commis-
nquiry into problems of tele-
tations, in a brief filed with
C, today said that the com-
of Zenith and Skiatron repre-
an unwarranted attempt to
xtraneous issues into the pro-
s. Allocation deficiencies, ABC
hould be corrected by im-
allocation techniques.

acks Joint Committee
on Zenith's Position

Columbia Broadcasting Sys-
cked up the Joint Committee's
on Zenith. The introduction
subscription TV issue in the
mixture rule-making, CBS
completely "inappropriate."
ared that the "interjection of unrelated and extraneous matters at the present time" could only cloud the real problem and delay the solution of the VHF-UHF difficulty.

Toll-TV Will Be Economic Savior, Zenith Tells FCC

WASHINGTON, Feb. 8.–Procrastination in approval of subscription television will mean the loss of any chance for the economic salvation of broadcasters who are now facing bankruptcy, Zenith Radio Corp. declared in its reply to comments filed with the Federal Communications Commission today in connection with the inquiry into problems of TV broadcasting stations.

Subscription television has the potential of solving the financial distress of more than 200 unprofitable UHF and VHF stations, as well as improving the future of all TV, Zenith maintained. For these reasons, the company said, it is imperative that the FCC decide the question of subscription TV immediately.

RCA-NBC Lauds Commission On Booster Proposals for UHF

Commenting on the Federal Communications Commission's proposals with respect to boosters and maximum power of five megawatts for UHF stations, the National Broadcasting Co. and the Radio Corp. of America said yesterday that permitting UHF stations to improve their coverage position in relation to their UHF competitors was a "desirable objective . . . for which the commission deserves credit."

"The commission has rightly proposed that its rules should not stand in the way of an improvement of UHF station coverage," the joint NBC-RCA reply stated.

In other comments, the RCA-NBC statement said, "We desire to see the fullest utilization of both the VHF . . . and UHF channels. Care should be taken, however, . . . that an overall degradation of service does not result."

REVIEW:

Battle Stations

Columbia

JOHN LUND PLAYS chaplain-narrator in this production, in which a familiar group of war picture actors meet the enemy in an aircraft carrier's battle to stay afloat. Produced by Bryan Foy and Lewis Seiler, it offers enough action and drama to account for good box-office results.

Tough bos'un William Bendix is depicted having a heart of gold under a salty exterior, and Keefe Brasselle should please his large teen-age following in the role of the rebellious seaman who reforms in the face of emergency to save the lives of his fellow crew members. Other familiar types include Richard Boone, as the captain, and Jack Dimond, as the youngster crew member.

The story, based on an original by Ben Finney, opens with a "flat top" of the Essex class sailing from a California port in the last war to meet its convoy in the Pacific on an assignment to bombard the Japanese mainland. After days of drill on the open seas, the crew finally meets action and the film moves along at an interesting pace. When the convoy is within 100 miles of Japan, the ship is severely damaged. The conclusion depicts the heroic efforts made to save the ship.

Running time, 81 minutes. General classification. For February release.

JOSEPH WOLFE

Velde Promoted

(Continued from page 1)

declared: "United Artists is fortunate to have a man of Jim Velde's caliber to fill the key position of general sales manager.

A native of Bloomington, Ill., Velde entered the motion picture industry in 1934 as a night shipper at the Paramount Pictures exchange in Detroit, where he successively served as booker, office manager and salesman. In 1943 he joined the United States Infantry as a private and was discharged following South Pacific service in 1946 as a first lieutenant.

Following World War II, Velde held sales posts with Paramount in Detroit and Washington, then moved over to the Selznick Releasing Organization in 1948 as Pittsburgh exchange manager. The next year he became Eagle-Lion branch manager in Des Moines and headed that company's Detroit exchange in 1950. When the Arthur Krim management team assumed control of United Artists in 1951, he was appointed Western district manager. In 1952, he was elevated to Western division manager, in charge of all offices from Chicago west.

McMillen Tells

(Continued from page 1)

Jr., president of Chesapeake Industries.

McMillen testified on behalf of Chesapeake Industries $15,000,000 anti-trust suit against the two circuits, alleging a conspiracy to keep ELC product off the Metropolitan New York market. It was the first day of the trial.

McMillen also testified that in 1951 when he, as president of Pathe Industries, the predecessor company, found that he could not make a profit from the New York market, Pathe sold the physical assets of ELC to United Artists for $500,000. Alleged damages sought by Chesapeake Industries cover a period from 1946 to 1950.

THE CONQUEROR and PARADE, the Sunday Picture Magazine, team up to pre-sell more than 15 million people with a 4-color page in the April 1 issue of PARADE. PARADE—seen and read in more than 50 key markets and some 6,700,000 homes—has what it takes to pull movie lovers into the box office. And the makers of The Conqueror know it.

parade

More than fifteen million readers

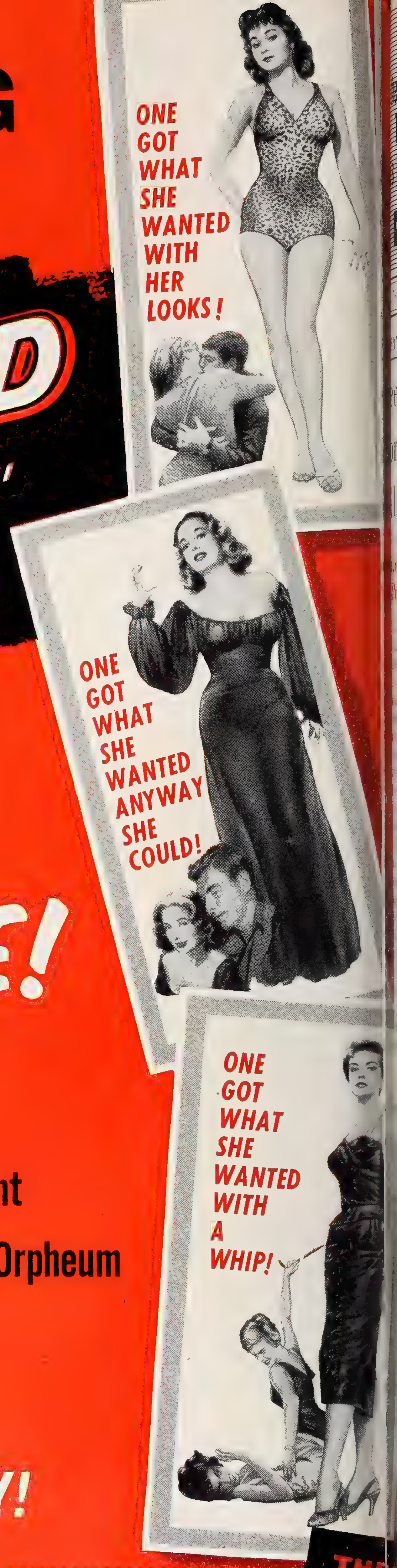
RKO RADIO PICTURES

EVERYONE'S CALLING FOR THE

"THREE BAD SISTERS"

...THEY'RE SUCH

GOOD BOXOFFICE!


ONE GOT WHAT SHE WANTED WITH HER LOOKS!
ONE GOT WHAT SHE WANTED ANYWAY SHE COULD!
ONE GOT WHAT SHE WANTED WITH A WHIP!

Ask 'em in...

BUFFALO, Century—HARRISBURG, Loew's Regent
READING, Loew's Colonial—ST. LOUIS, Loew's Orpheum
SEATTLE, Coliseum—PHILADELPHIA, Stanton
SALT LAKE, Lyric—SAN FRANCISCO, Fox

IT'S SOCK BUSINESS ALL THE WAY!

CO-STARRING
MARLA **ENGLISH** · KATHLEEN **HUGHES** · SARA **SHANE** · JOHN **BROMFIELD** with JESS BARKER · MADGE KENNEDY
Screenplay by GERALD DRAYSON ADAMS · Executive Producer AUBREY SCHENCK · Produced by HOWARD W. KOCH · Directed by GILBERT L. KAY · A BEL-AIR Production

All
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MOTION PICTURE DAILY

Concise
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L79. NO. 29 NEW YORK, U.S.A., FRIDAY, FEBRUARY 10, 1956 TEN CENTS

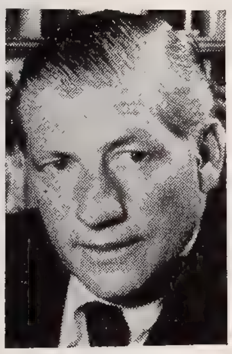
w's Approach

ed Stressed r Separate lm Drives

gan, Dietz State Publicity Plans

From THE DAILY Bureau

LLYWOOD, Feb. 9.—The need lividual handling of film cam-, with each film sold as an lual enterprise, backed by promotion rces of domestic nterna- markets, stressed today by les M. n, Loew's president ge of dis- ution, oward vice-pres- t of the pany in of advertising and publicity. gan and Dietz emphasized this ch to selling in today's market



Howard Dietz

(*Continued on page* 7)

ced to Sell to , ELC Charges

trial of Eagle Lion Classics' 0,000 suit against Loew's and Theatres went into its second efore New York Federal Judge Dawson yesterday, with the ff's statisticians alleging that lid not get its share of the play- e in the two circuits.

It was claimed that ELC product

(*Continued on page* 4)

nmittee Named Kalmus Award

From THE DAILY Bureau

LLYWOOD, Feb. 9.—Dr. John ayne, president of the Society tion Picture and Television En- s, announced the appointment ix-man committee to select the winner of the Society's Herbert lmus Gold Medal Award. Pres-

(*Continued on page* 7)

No Blanket U.S. Okay For Circuit Production

Justice Dept. Can State Position Only On Specific Applications, Varying from Case to Case; No Promises on Arbitration

By J. A. OTTEN

WASHINGTON, Feb. 9.—The Justice Department is taking the position that it cannot make any commitment on production by divorced circuits until specific proposals are put before it by the circuits themselves.

This position was outlined to leaders of the Theatre Owners of America and Allied States Association at a two-hour meeting with officials of the Anti-Trust Division. Allied president Ruben Shor and general counsel Abram F. Myers and TOA president Myron Blank and general counsel Herman Levy met with Maurice Silverman and other Anti-Trust Division officials.

Following the session, TOA, Allied and Justice officials all refused to make any official, on-the-record comment on the meeting. But participants gave this off-the-record account:

All agreed there was no final decision, and that the meeting was devoted to "further discussion and exploration" of the two points put before Justice by Allied and TOA officials last month. Most of today's

(*Continued on page* 7)

Flash Bulbs Blind Monroe; Monroe Blinds Reporters

Ed. Note: THE DAILY's staff writer was assigned to cover a press conference for Marilyn Monroe at noon yesterday. The shades of night were falling when he staggered back into the office with the report which follows, and which he typed mostly by the light of the stars in his eyes. "Some dish," he was overheard murmuring above the clatter of the typewriter keys.

By MURRAY HOROWITZ

Showmen, here's a twist for you. Marilyn Monroe is now "ethereal," according to Sir Laurence Olivier, and her cheesecake poses should be a thing of the past.

The knighted British star made this

(*Continued on page* 4)

Senate Sets Six More Days of TV Hearings

From THE DAILY Bureau

WASHINGTON, Feb. 9.—Senate Commerce Committee Chairman Magnuson (D., Wash.) today said the committee would have six more days of hearings this month on television

(*Continued on page* 7)

Good Product Near, McGee Tells UTOO; McKenna President

Special to THE DAILY

OKLAHOMA CITY, Feb. 9.—Prospects for a good supply of product look much more favorable today than in the past, Pat McGee today told the exhibitors attending the final session of the convention of United Theatre Owners of Oklahoma.

McGee, co-chairman of last year's tax repeal campaign of the Council of Motion Picture Organizations, who used as his topic, "Product Survey," pointed to the fact that most of the major film companies have announced the release of more films this year than were put on the market in the previous season.

The convention also heard talks by Abe Berenson, of New Orleans, and

(*Continued on page* 4)

Pay-TV Proponents Called 'Pirates' at Open Hearing

By LESTER DINOFF

The New York City Council's Rules Committee, which yesterday conducted a public hearing on subscription television and heard the proponents of pay-TV labeled "industrial buccaneers, pirates," have taken the matter "under advisement," it was announced by committee chairman Councilman John J. Merli, who presided at the hearing which was "boycotted" by the three major toll-TV companies.

Councilman Merli announced that the rules committee will study the resolution by Abe Stark, president of the Council, condemning pay-as-you-see TV. The rules committee will vote on the measure before announcing its recommendations on the Stark resolution at a full City Council meeting, Merli said.

Stark, in addressing the public hearing, declared that the adoption

(*Continued on page* 7)

'Appreciation Week' Will Honor Skouras

"Spyros P. Skouras Appreciation Week," honoring the president of 20th Century-Fox for the part he has played in the improving of motion pictures, has been set for the week ending March 31 by the film company's United States and Canadian sales organization, it was disclosed yesterday.

The salute to the film executive, who was the driving force behind the worldwide launching of CinemaScope in 1953 with "The Robe" and the introduction of CinemaScope 55 this year with Rodgers & Hammerstein's "Carousel," has been timed to coincide with his birthday, on March 28, as a double tribute.

Programming of a 20th Century-

(*Continued on page* 2)

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's Theatres, and JOHN MURPHY, vice-president, left New York yesterday for Miami.

•

THOMAS F. O'NEIL, president of General Teleradio and board chairman of RKO Radio Pictures, is vacationing at Palm Beach, Fla., from here.

•

IRVING H. LEVIN, president of Filmakers, and HARRY L. MANDELL, vice-president, will leave the Coast by plane at the weekend for New York.

•

E. H. REICHARD, chief engineer for Consolidated Film Industries, will leave the Coast on Sunday by plane for New York.

•

ELAINE KLINGER, daughter of LILLIAN KLINGER of Lopert Films, will be married on Sunday to SIDNEY GLODSTEIN.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will leave New York at the weekend for Boston.

•

DOUGLAS TRAVERS, RKO-Pathe vice-president in charge of production, will leave here for Bermuda on Sunday via B.O.A.C.

•

THOMAS E. B. CLARKE, screenwriter, will arrive in New York from Europe tomorrow aboard the "United States."

•

ARTHUR M. LOEW, president of Loew's Inc., is due here from the Coast early next week, probably Monday.

•

ROBERT MOCHRIE, Samuel Goldwyn Prods. vice-president, has left here by plane for Detroit and Chicago.

•

ARTHUR M. RAPF, president of the Rapf and Ruden circuit, has left New York with MRS. RAPF for Florida.

•

JACQUES FLAUD, head of the French Government's film division, has left here for his Paris headquarters.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Feb. 13, day of legal observance of Lincoln's Birthday. The editorial office of the DAILY will be open all day Monday, however.

Advice to Rank from Ohio Exhibitors

Special to THE DAILY

COLUMBUS, O., Feb. 9.—Members of the I. T. O. of Ohio are urged in their current organizational bulletin to write to J. Arthur Rank in London telling him "that if he would arrange to give his pictures the same advance publicity build-up that Hollywood pictures get, they would do more business and automatically get bookings in your theatre."

The bulletin suggested that in this way exhibitors might help ease their need of product by an expenditure of eight cents (for postage).

"Tell Rank that in answer to his recent ad in the 'New York Times' you have no objection whatever to playing English pictures" providing he makes them as well known to American audiences as Hollywood producers do their product, the bulletin advises.

Goldwyn's Career in Films at Museum

A study of Samuel Goldwyn's career in the film industry entitled "A Producer's Work: The Films of Samuel Goldwyn," will be presented by the Museum of Modern Art Film Library here, Feb. 13 through July 22. The program, including 24 Goldwyn films, was two years in preparation and is representative of his work, covering a period from his entrance into the industry with the Jesse L. Lasky Co., through his years with the Goldwyn Co. and his subsequent independent productions, with First National, United Artists and RKO.

Included in the film cycle are such hits as "The Dark Angel," "Wuthering Heights," "Arrowsmith," "These Three," and "The Best Years of Our Lives."

Casablanca Wins UA Foreign Sales Drive

United Artists' Casablanca branch has won the grand cash prize in the 1955 international "blockbuster" sales drive honoring Robert S. Benjamin, chairman of the board, it was announced by co-captains Arnold M. Picker and Louis Lober.

The Casablanca office, managed by Andre Aubouet, topped the 95 UA overseas branches that competed in the sales contest.

Picker and Lober also anounced that the grand prize in the exploitation phase of the campaign has gone to Germany, whose publicity manager is K. H. Scheffler. The Denmark office, headed by Jorgen Engelstoft, won first place for the year in the administration competition.

Skouras

(*Continued from page 1*)

Fox picture in every theatre of the United States and Canada during that pre-Easter week has been set as the goal, and leading exhibitors, representing theatres of every type and size, will be invited to participate in the Skouras fete.

Spyros P. Skouras

Sparking the tribute from the home office are Al Lichtman, director of distribution; W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager, and Lem Jones, short subjects sales manager.

Goldbeck Will Assist On SDG 'Playhouse'

Television Today..

HOLLYWOOD, Feb. 9.—George Sidney, president of the Screen Directors Guild, and George Waggner, head of Screen Directors, Inc., jointly announced today that Willis Goldbeck, SDG vice-president, will work full time with Waggner and Hal Roach, Jr., on the Screen Directors Playhouse film series. Goldbeck will represent the guild's television committee.

'Darling' Premieres To Near-Riot Here

A near-riot broke out yesterday afternoon when Lucille Ball and Desi Arnaz appeared outside the Loew's State to sign autographs in conjunction with the opening of their picture "Forever Darling."

Crowds estimated at 6,000 persons surged forward toward the lobby, mobbing the starring pair. After signing about a dozen photographs, the couple had to escape through a door leading to a dressing room.

Heineman Holds UA Midwest Meeting

A series of United Artists field conferences mapping distribution plans for the next four months will be launched today in Chicago under the leadership of William J. Heineman, vice-president for distribution.

Heineman will confer with Midwest sales executives and staff members on the roster of releases for the coming month.

. . . NEW ROUNDU

Ontario Tax Take Rises

The Ontario Government r amusement tax, which was re last spring from 12½ per cent per cent, produced $79,391 than predicted in the budget f fiscal year ended March, 1955.

■

Atlanta Exchange Clos

The Wallace Film Exchange lanta, has closed its doors aft years in business. Harold Walla owner.

■

Sellout for 'Hunt'

The Minnesota Amusements State theatre, Sioux Falls, S. ports a sell-out for the first performance of M-G-M's "The Hunt," 700 of the 1,352 av tickets being sold during the hour they were put on sale. Th will open on Feb. 16.

■

Dunninger Booked

Dunninger, the master mind has not appeared on a theatre in many years, has been boo appear "in person" at RKO Theatre, Syracuse, for a singl formance on Feb. 21—the on pearance in that area. All sea reserved for this special engag at which Dunninger will pres entire evening of entertainment

NEW YORK THEAT

RADIO CITY MUSIC HAL
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

DIRECTOR—PRODUCE
FOR INDUSTRIAL FILMS

A leading corporation serving the a industry requires an experienced tive to take complete charge of its picture productions. He will work competent personnel and commercia studios, supervising script prepar photography, editing and sound. A five years experience required, pref in the aeronautical field, B.S. d For early appointment, send typed r with complete details of education, rience and current earnings to

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single cop

THE MAN WHO MADE "BREAKTHROUGH" DOES IT AGAIN!

BRYAN FOY, WHO GAVE YOU THAT TERRIFIC BOX-OFFICE BONANZA ABOUT THE FIGHTING GI's... NOW BRINGS YOU THE GREAT STORY OF THE NAVY'S FIGHTING FLAT TOPS!

"BATTLE STATIONS!"

Authentically filmed aboard a U. S. Navy Carrier!

starring

JOHN LUND · WILLIAM BENDIX · KEEFE BRASSELLE · RICHARD BOONE · WILLIAM LESLIE

Screen Play by CRANE WILBUR · Based on a story by Ben Finney · Produced by BRYAN FOY · Directed by LEWIS SEILER

...WITH FLYING COLORS FROM *Columbia!*

PEOPLE

William Scully, former vice-president and general sales manager of Universal Pictures, has been elected to the board of directors of the Miami Baseball Club.

◆

James Hill has been transferred from the Victoria-Drive-In Theatre, Savannah, Ga., to the Neptune-Drive-In, Daytona Beach, Fla. by the Dixie-Drive-In Theatres of Atlanta.

◆

Max A. Cohen, head of Cinema Circuit here, is in Miami for the opening of the Golden Glades and Twin Drive-In Theatres, in which he is a partner with Theatre Associates, Inc.

◆

Walter Reade, Jr., has been appointed by **Governor Robert Meyner** of New Jersey to head a committee to contact theatre owners throughout the state to work out arrangements whereby drive-in theatres would be utilized as motor vehicle inspection stations. Reade's drive-in in Woodbridge, N. J., is currently so used.

Marilyn Monroe

(*Continued from page* 1)

jesting comment in a wild, crowded, disorganized press conference held at the Hotel Plaza here yesterday, called to announce the launching of a co-production, titled, "The Sleeping Prince."

Although in Sir Laurence's twinkling eyes Miss Monroe may appear "ethereal," the press conference was anything but. An early morning wire to editors brought about 100 news and fan magazine representatives, plus about 40 photographers, to the Hotel Plaza's Terrace Room. The press conference was to have started at noon, but when this reporter left, close to 1:00 P.M. the photographers were still monopolizing Miss Monroe, calling "Marilyn! Marilyn!" for another ethereal-less pose.

'Quotes' Also Wanted

In the midst of flashing bulbs, newsmen scrambled to get some quotable quotes. Those closest to the principals, ensconced behind a table, shouted for the others to be quiet, while those behind protested that they couldn't hear a thing. This reporter, undaunted, plowed through the crowd, and directed his question—out of senseless duty to his wife—to Sir Laurence, who said that no distribution arrangement has been set for "The Sleeping Prince," to co-star the two and to be co-produced by Marilyn Monroe Productions, Inc., and Olivier.

Other answers which came through the din found Miss Monroe eager to go to Argentina, Sir Laurence excited about the picture, Miss Monroe and Sir Laurence uncertain when they first met.

Milton H. Greene, vice-president of Marilyn Monroe Productions, also was present. His press release, distributed before the conference, offered the only news. It stated that Terrence Rattigan will write the film version of the London stage hit of the same title; Sir Laurence will personally direct the film; and filming is planned for late summer in England, following Miss Monroe's completion of "Bus Stop" for 20th Century-Fox.

The photographers, men with no nose for news, kept on snapping pictures leaving the press release for the scribblers.

McGee Sees Product on Way

(*Continued from page* 1)

Al Sindlinger, analyst, of Ridley Park, Pa. The former voiced a plea for greater organizational strength, while Sindlinger interpreted his latest survey, which indicated a definite improvement in business during the next 12 months.

The board of directors elected Bernard McKenna, Jr., president; Dick Thompson, secretary; Claude Motley, treasurer; Ed Thorne, chairman of board; Seibert Worley, Shamrock, Tex., vice-president, Western district; Edward Jones, Tulsa, vice-president, Central district; Charles D. Hicks, Nowata, Okla., vice-president, Eastern district.

E. R. Slocum was reelected executive director. All present board of directors were reelected.

Banquet Closes Convention

The convention came to a close tonight with the president's banquet and dance in the Skirvin Hotel.

Six resolutions were adopted by the organization as follows:

¶ UTO condemns National Screen Service for unfair trade practices in the state of Oklahoma, and requests that the UTO board of directors resort to legal action if necessary to bring about fair and just terms for large and small theatres alike in the state.

¶ UTO condemns Paramount and Warner Brothers for their present sales policies in this trade area, including exhorbitant terms, print shortage and forced bidding.

¶ UTO, representing 341 theatres in this state, which is better than 90 per cent, has endorsed the joint program of national Allied and Theatre Owners of America. The action taken today asks that the attorney general and Senate Small Business Committee urgently consider approval of a plan for an inclusive arbitration, including arbitration of selling policies and film rentals, and that theatre circuits, including so-called divorced circuits, be permitted to produce and distribute motion pictures with preemptive rights for their own theatres, which they now own, and legal replacements thereof and not to theatres they may hereafter acquire.

¶ UTO urges all members to file evidence of unfair trade practices in detail with the local office immediately so that affidavits may be presented to the Senate select committee on small business.

¶ UTO supports the efforts of R. J. O'Donnell and his committee to eliminate the admission tax by personally contacting the members of their Congressional delegations and urges support of the efforts of the O'Donnell committee.

¶ UTO further condemns the proposed action of 20th Century-Fox to release "The King and I" in 55mm. only, and asks that it be made available simultaneously on 35mm.

File Bill to Clarify NY Permit Rejection

ALBANY, N. Y., Feb. 9.—A bill requiring the director of the State Education Department's motion picture division to furnish the applicant for a film license a written report, within 30 days of submission, of the reasons for refusing to issue a license, or a review by the Regents if the application is not passed upon in that time, with the alternative of a review by the Supreme Court, with right of trial by jury, has been reintroduced by Sen. Fred G. Moritt, of Brooklyn.

In the event proceedings against the Regents were instituted in the county where the applicant resides or has its principal place of business, and the court or the jury, if there be a jury, after viewing the film finds it is not obscene, indecent, or inhuman, an order would be entered directing the Regents to issue "forthwith" a license.

ELC Charges

(*Continued from page* 1)

would have grossed $750,000 more than it did in the Metropolitan New York market if the pictures had been given the same opportunities as were accorded to product of the major companies.

The plaintiff charged that it was induced to sell its distribution contracts and product to United Artists at a loss because of the alleged discrimination against the pictures by the two circuits.

The suit was brought by Chesapeake Industries, parent company of ELC.

Legion Reviews 14; 'Creatures' in 'C'

The French film, "Adorable Creatures," has been placed in Class C in the latest listing of the National Legion of Decency. Of the 14 pictures reviewed, six were rated Class B, the remaining seven in Class A.

In Class B are "Cash on Delivery," "Hot Blood," "Invasion of the Body Snatchers," "The Last Hunt," "Picnic" and "Slightly Scarlet."

Four productions have been placed in Class A, Section two. They are "The Bottom of the Bottle," "Miracle in the Rain," "Parsifal" and "Postmark for Danger."

"Come Next Spring," "The Kettles in the Ozarks" and "World in My Corner" received the Class A, Section 1 rating.

LETTER

TO THE EDITO

• • •

SIR: I see in the DAILY of Fe
where you front page SCEN
VISION in its debut in
Yawk. Hell, man, that ain't n
We've had ScentoVision
StinkoVision every Saturday n
in the hinterlands for 40 y
All you have to do is play
"oater", turn off the air condit
ing and by the time the her
says, "They went thataway"
place is filled with a very ap
priate aroma in keeping with
scene. We have the stable,
dairy and the sty flavours at
beck and call any time we wan
harness up the broncos.

Just goes to show that again
city fellers are a mile behind
Jakes when it comes to get
back to reality. When we pl
GREEN PASTURES years l
we didn't stop with just the s
of the grass, we used ALL
smell.

The advantage of our te
system is so much greater than
artificial, city adopted method,
If it's anything like most of
new "magical" equipment
they prod us with it will never
out. Better to have it our wa
tell them to bring their smell al
We'll let you city people in on
cheap system for a cool thous
a week and 60% of the gross
all the extravaganzas about anc
history and European royalty.
me know if anybody out that
can afford it—it's one thing
have plenty of, smell.

Charlie Jones
Northwood The
Northwood, Ia.

Product Discussion Highlight Gems Met

Discussions on the present
forthcoming television film pro
which Screen Gems is distributin
TV outlets highlighted the ope
days' sessions of the first internati
sales convention of the Colum
Pictures subsidiary company wh
took place yesterday at the H
Warwick here.

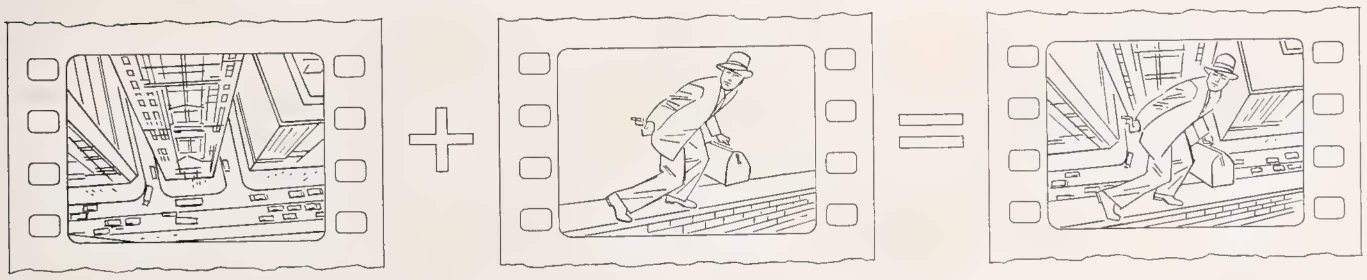
The titles of 104 features f
which have been leased to Scr
Gems from its parent organization
expected to be announced today.

With some 40 representatives in-
tendance, all of yesterday's meeti
were confined to analyzing the s
potential of the company's proc
presently on TV and discussing
Screen Gems forthcoming TV fil
shows.

High above city streets
...without leaving the studio

Mastery of picture-taking and laboratory technics have freed today's motion picture production from the practical limitations of time and space. For example, should director and crew be in Hollywood with story scenes to be photographed in New York, the director shoots background and action separately, combines them in the optical department.

There's an Eastman Motion Picture Film for every purpose



To aid the industry in solving problems such as this, Kodak maintains the Eastman Technical Service for Motion Picture Film with divisions at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
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Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

Motion Picture Daily Feature Review

Never Say Goodbye

Universal—International

SET AGAINST A BACKGROUND of post-war Vienna and Southern California, "Never Say Goodbye," which stars Rock Hudson and European import Cornell Borchers as the top marquee names, is a bright, romantic drama which should attain substantial grosses in all types of theatres. This is a woman's picture—a story, not new—about a mother who seeks to recapture the love of her daughter, a 10-year-old who believes her mother dead. While the feminine appeal is emphasized heavily, men should like this picture, also. The "tear-jerking" ingredients are distributed evenly and never become emotionally unbearable, even though audiences probably will have wet eyes at the end of the film.

In evaluating the merits of this picture, which was produced by Albert J. Cohen and directed by Jerry Hooper from a screenplay written by Charles Hoffman, much credit must be given to the players, especially Miss Borchers, who makes the story believable. The German actress, who appears in her second American production, the first being "The Big Lift," has a freshness and appeal which is found lacking in some U. S. actresses and a quality of the Ingrid Bergman type. Miss Borchers, with more roles of this kind, should eventually reach great fame because in her characterization as the mother, she runs the acting gamut—joy and happiness to sadness and depression, very convincingly.

Mention also must be made of Hudson, who portrays an eminent doctor and husband caught in the middle of the affair of heart, the love he has for his wife, Miss Borchers, and his love for their daughter, appealingly portrayed by young Shelley Fabares. George Sanders, suave and Continental, is cast as the man who offers friendship and love to Miss Borchers continuously, but whose understanding of the problems causes him to bow out.

The story is a simple one, in which Hudson, an Army doctor in Vienna after World War II, meets nightclub singer, Miss Borchers, and marries her. After a child is born to them, a misunderstanding arises from Miss Borchers' attempts to alleviate the financial burden of the family. The result of an argument sees the couple separating for a number of years. Hudson returns to America with his daughter and raises her to believe that her mother is dead. But, while attending a medical convention, he meets Miss Borchers again and realizes that he still loves and wants her. The problem confronting the parents is how to tell the child that her mother is alive and that the family is not apart.

Others capably supporting the principals are Ray Collins, David Janssen, Raymond Greenleaf and Frank Wilcox.

Running time, 96 minutes. General classification. Release in February.

LESTER DINOFF

Come Next Spring

Republic

"COME NEXT SPRING" has the virtue of simplicity that will appeal to both rural and urban audiences. It depicts life in an Arkansas farm community and its homespun qualities are bolstered by sensitive performances by Ann Sheridan, Steve Cochran and Walter Brennan. The script by Montgomery Pittman provides a screen attraction eminently suitable for the family trade.

R. G. Springsteen's direction points up the humor present in some of the family happenings while not neglecting the serious and sometimes near-tragic overtones. Sherry Jackson, playing the part of a mute youngster, outshines more seasoned performers despite the fact that the whole cast acquits itself well.

Returning to the farm he left in his wild and drunken days nine years earlier, Cochran attempts to convince his wife, Miss Sheridan, that he has reformed. She relents enough to let him stay on but makes it clear that he's to work as a hired hand with sharecropper Walter Brennan. With hard work and tenderness he gains the respect of the children, Richard Eyer and mute Miss Johnson, and gradually convinces Miss Sheridan that he is worthwhile. In the end, Cochran rescues the girl from an impending fall into a mine pit. The shock of the inci restores her speech.

Jack Marta's photography catches the lush country atmosphere w in color by Trucolor, is one of the film's distinguishing assets. A song, sung by Tony Bennett, was written by Lenny Adelson and Steiner.

Running time, 92 minutes. General classification. Release date no

JOSEPH WO

Our Miss Brooks

Warner B

EVE ARDEN'S TV following in her comic adventures as the husb hunting high school teacher will boost the box-office chances of entry. However, on its own merits, the Warner production is a ro comedy with average business prospects. Fans of the popular show (it has the highest rating in its program slot) will be please see half-a-dozen of the same characters and actors transferred fron to a big screen setting and teen-agers will undoubtedly spread word-of-mouth when they see the zaney antics in which the Al L Joseph Quillan screenplay involves the high school principal.

The David Weisbart production is set in a small town where Arden arrives to begin teaching English at a local high school. T she meets bashful biology teacher Robert Rockwell whom she visu as the perfect husband. Her quest for a mate established, Miss Ar adventures include tactics designed to "hook" Rockwell, complicate the well-intentioned interference of the landlady, Jane Morgan, an appearance of another admirer, Don Porter. Miss Arden also ac campaign manager for comic school principal Gale Gordon, who as to a position on the school board. Students won't lend their help Miss Arden discloses that her motives are to get the stodgy prin on to the school board and, therefore, out of the high school. In the the complications are ironed out and Miss Brooks gets her man. Al l directed.

Running time, 85 minutes. General classification. For March re

The Cockleshell Heroes

Warwick-Colu

PRODUCED in Britain, this suspenseful and expertly acted adventure offers plenty of excitement that can be profitably exploited to a action as well as specialty film followers. Based on a true story British Marines who penetrate enemy defenses during the last w demolition mission, "Cockleshell Heroes" stars Jose Ferrer and T Howard. The cast, otherwise, is largely unknown to American audie

Based on a "Reader's Digest" story by George Kent, the scree by Bryan Forbes and Richard Maibaum intelligently points up the gers of the operation and cleverly portrays the enemy as an opp worthy of the Marines' best efforts.

After a difficult test in which a group of Royal Marines are dro from aircraft somewhere in Britain dressed in German uniforms no papers or money, and detailed to find their way back to camp, F in charge, chooses eight men for the mission. Extensively traine group paddles up France's Gironde River in canoes (or "cockles") ing mines in an attempt to destroy shipping in the occupied ci Bordeaux. Though the mission is a success, its only two survivor Ferrer and his canoe mate.

The two actual survivors of the operation in real life were emp by Warwick Productions to act as technical advisers. A new songs Yana, now being publicized here, is introduced in the picture and "The London I Love." Ferrer's direction gets the maximum in sus and excitement from the screenplay. Irving Allen and Albert R. Br produced the film, enhanced by color in Technicolor.

Running time, 97 minutes. General classification. For April re

W.

y-to-See TV

(*Continued from page* 1)

y-as-you-see TV would reduce trade, create unemployment eprive New York City of es- tax revenue. He said that "the should wage incessant and nting warfare" against pay-TV he termed "a violation of the and intent of the Communica- Act of 1934 and an unwarranted on into the American home."

Sees Free TV Destroyed

T Council president also stated: use a small group of self-seek- nonopolists of attempting to y free television viewing in the I accuse these syndicates of rting a system which borders gal confiscation of private prop- I accuse them of ignoring the ip to millions of low-income es who cannot afford the cost xury entertainment and who suffer most from the inroads y-as-you-see TV."

Mris Iushewitz, secretary-treas- of the New York City CIO il, in his short address favoring resolution, declared that sub- on television's boosters are "in- al buccaneers, which is a polite for pirates." He and James , secretary-treasurer of the Cen- Trades Labor Council, advised ules committee that organized throughout the U. S. is opposed -TV.

Cohn Hits 'Pro' Group

Mrcus Cohn, counsel for the nittee Against Pay-to-See TV, d out that the absence of rep- atives of Zenith Radio Corp., ational Telemeter Corp. and on Television & Electronics , on the grounds that they have ficient time" to prepare their ients, "is an insult to the Coun- Cohn stated that the issue is "irritating these manufac- of toll-TV equipment is the that the public is seeing free sion and doesn't have to buy equipment."

Jnes M. Landis, special counsel Skiatron, had advised Mayor t F. Wagner in a letter, which nade public, that the open hear- n subscription television con- d yesterday by the rules com- "was frittering away time and ng taxpayers' money."

Several Unions Heard

ong the other speakers who on record in opposition to toll- nd in favor of the Stark resolu- vere Bud Collyer, first vice-pres- of the American Federation of ision and Radio Artists; Louis man, vice-president of Colum- Broadcasting System; Oliver s, an official of the National lcasters Guild; C. J. McInery of Broadway Association; George le of the American Legion; ian Gelber, president of Projec- t Local 306; Solly Pernick, of IATSE stagehands unions, and ld Knopf, of Local 802, Ameri- Federation of Musicians.

No Blanket U.S. Okay

(*Continued from page* 1)

meeting, it was stated, was spent with the exhibitor spokesmen making a renewed plea for Justice to okay production by divorced circuits, with each circuit getting priority to show its own films. Only a small part of the time, it was said, was spent on the other item in the two-part Allied-TOA accord last month—urging Justice to use its influence with the Senate Small Business Committee and with distributors to have film rentals included in any industry arbitration system.

Product Shortage Emphasized

The exhibitor officials stressed the product shortage and the difficulties this is creating for the independent exhibitor as well as for the major circuits. They urged Justice to give an okay for preemptive production by divorced circuits to alleviate this product shortage.

Justice officials listened sympathetically but made no commitments or promises on either the production or arbitration issues. However, they did point out that except for National Theatres' preliminary feelers on producing films in Cinemiracle, there are no proposals pending from any of the divorced circuits for permission to enter into production. They said Justice was happy to get any information that Allied and TOA wanted to give it, and would keep all this information in mind whenever it has to pass on any specific application from a divorced circuit for permission to enter into production.

However, the Justice officials emphasized, the department can only state its position on the production question with respect to specific applications from the divorced circuits. When any divorced circuit wants to come in and make a proposal, Justice will talk with it and see what can be worked out in the specific case. But no blanket commitments could be given, Justice said, because the department's stand must vary from case to case, depending on the specific proposal put before it.

Say Position Is Not New

The Justice officials pointed out that this was not a new department position, and that they had discussed the matter in the past with divorced circuits—for example, for Cinerama and Cinemiracle — and would be happy to discuss it again whenever a circuit wanted to. The Allied-TOA views would be accepted as those of a "friend of the court", it was indicated.

Participants said it wasn't clear whether there would be a further meeting or even whom the next move was up to. One exhibitor official said he was inclined to feel "the whole thing will simmer a while."

Loew's Plans

(*Continued from page* 1)

at the closing sessions of the world-wide Loew's conference at the studio.

Declared Dietz: "The competition in the current market requires impact that will reach about the world, especially with the revenues from abroad contributing so tremendously to the company income."

As an example of the policy to be followed in promotion of the new M-G-M product, campaigns on the following pictures were cited: "I'll Cry Tomorrow," "Forever Darling," "The Last Hunt," "Meet Me in Las Vegas," "Bhowani Junction," "The Rack," "Tribute to a Bad Man," "The Swan" and "The Catered Affair."

Film to Bow in Las Vegas

The campaign for "Meet Me in Las Vegas," Dietz continued, will be touched off with the world premiere in El Portal Theatre, Las Vegas, Feb. 21, with drama critics from key cities being flown in to see the CinemaScope production and meet the stars. In addition, there will be tie-ups with retail dealers, a special Milton Berle telecast, personal tours of stars and other promotion activities.

John Hatcher, 72

LEBANON, Tenn., Feb. 9.—John Richard Hatcher, Sr., 72, operator for 32 years of two theatres in Lebanon owned by Crescent Amusement Co., Nashville, and prior to that operator of the Old Lyric and Howard which he owned and sold to Crescent, died at a local hospital.

Committee Named

(*Continued from page* 1)

entation of the award will be made at the Society's 80th convention in Los Angeles in October.

The Kalmus award was conceived to honor major contributors to the scientific progress of color in motion pictures.

Dr. White Is Chairman

Chairman of the Kalmus award committee is Dr. Deane R. White of du Pont, Parlin, N. J. Other members are Dr. C. R. Daily, Paramount, Hollywood; William F. Kelley, Motion Picture Research Council, Hollywood; Dr. H. H. Duerr, Ansco, Binghamton, N. Y.; Frank N. Gillette, General Precision Laboratories, Pleasantville, N.Y., and Dr. Cyril J. Staud, Eastman Kodak, Rochester.

Senate Sets

(*Continued from page* 1)

problems, and that subscription television is one of the things the committee "is interested in."

Toll TV has come up just once so far in the two days of hearings already held by the committee. Magnuson did not specifically invite testimony on toll TV, but merely listed that along with many other subjects as special TV problems the committee would be willing to hear about.

He said FCC officials would return for questioning on Feb. 20 and 21, with broadcast industry and other public groups to be heard on four days during the week of Feb. 27.

TENT TALK

Variety Club News

Jayne Mansfield, star of "Will Success Spoil Rock Hunter?" will be guest of honor at the Variety Club, Tent 35, luncheon to be held at Toots Shor's here on Wednesday. Larry Morris, luncheon chairman has announced that complete plans for the forthcoming 20th Annual Convention of the Variety Clubs International at the Waldorf-Astoria Hotel, May 9-12, will be revealed at that time.

△

DETROIT.—For the forthcoming annual convention here of the Allied Theatres of Michigan, an invitation has been extended to visiting exhibitors and their guests to enjoy the facilities of the local Tent. The club is located in the Tuller Hotel, where the convention will be held, and where many of the visitors will live.

△

CINCINNATI.—Sammy Weiss will be honored at a testimonial dinner by Variety Club Tent No. 3 for his activities in connection with the Club and for his recent promotion. Weiss will shortly be transferred to the Cleveland Exchange of 20th Century-Fox from his present position here.

Lapidus Opens WB Phila. Meet Today

Jules Lapidus, Warner Bros. Eastern and Canadian division sales manager, will preside over a two-day meeting of district and branch managers of the company's Eastern division beginning today at the Hotel Warwick in Philadelphia. Upcoming Warner product will highlight the confabs.

Home office executives present at the meetings are Norman H. Moray, short subjects general sales manager; Bernard R. Goodman, coordinator of field sales activities; Robert A. McGuire, auditor of exchanges, and Larry Leshansky, supervisor of exchanges.

Says 'Arm' Dispute Begun by Anslinger

Otto Preminger yesterday denied the charge of Federal Narcotics Commissioner H. J. Anslinger that controversy over "The Man with the Golden Arm" had been instigated by the producer to boost business for the picture.

The denial was made in a wire to a House subcommittee on appropriations before which Anslinger made the charge last week. Preminger contended that it was Anslinger who started the controversy over the narcotics picture in trade paper interviews published prior to completion of the film.

"GOODMAN SWINGS TO TOP SPOT!"*

National Boxoffice Survey

*'Goodman' Swings to Top Spot

Goodman' Sharp $[illegible],000 Leads Chi;

'Goodman' Solid $15,000

'Goodman' Socko

Goodman' Great [illegible]G, Pitt;

Pittsburgh, Feb. 7

Downtown business contin

with entry

'Goodman' Smash $25,000, Det. Ace

Detroit, Feb. 7.

'Goodman' Robust $20,000 in Cleve.

Cleveland, Feb. 7.

'GOODMAN' LOUD,

Philadelphia, Feb. 7.

Favorable weekend trade, with "Goodman" is loud at Stanley while "Jester" is rated great at

oodman' Big [illegible]G

'vil

'Good

G,

The Benny Goodman Story

A Universal-International Picture starring

COLOR BY TECHNICOLOR

STEVE ALLEN **DONNA REED**

With these MUSICAL GREATS

GENE KRUPA · LIONEL HAMPTON · BEN POLLACK · TEDDY WILSON · EDWARD "KID" ORY

and these GUEST STARS HARRY JAMES · MARTHA TILTON · ZIGGY ELMAN

and the incomparable music recorded by BENNY GOODMAN!

Written and Directed by VALENTINE DAVIES · Produced by AARON ROSENBERG

Universal International

'Goodman' Lofty 12½G,

appointing this session.

"The Benny Goodman Story

'Goodman' Solid $15,000

'Goodman' Brisk

Portland, Ore.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 30 NEW YORK, U.S.A., TUESDAY, FEBRUARY 14, 1956 TEN CENTS

nk Reveals

A, Allied ards to Act n D-J Reply

ctors Will Consider rnate Proposals

boards of directors of both States Association and Theatre s of America will meet shortly uss the Department of Justice o the exhibitor groups' propos- divorced circuits and arbitration onsider alternate proposals for e submission to the govern-

on N. Blank, TOA president, here last Wednesday evening, o departing for Washington to the Justice Department meet- Thursday that his board of di-, which will meet in New Or- on March 4-6, will consider ct on alternate proposals."

k, hopeful that a favorable would be given to the joint llied committee on allowing ed circuits to engage in film tion with pre-emptive rights to

(Continued on page 11)

npaign Books for therhood Week ng to Theatres

eteen thousand three hundred rhood Week campaign books omotion kits are being distrib- o virtually every exhibitor in untry, as well as to all ex- offices in 33 cities, it was an- d by William J. Heineman and S. Skouras, Jr., national co- en of the 1956 Brotherhood

promotional material, prepared advertising and publicity com- under the chairmanship of H. Tamarin, will help show- ring their entire community he campaign for Brotherhood

(Continued on page 6)

Television Today

IN THIS ISSUE **PAGE 7**

- ▶ **Television Today looks into the color television future—want-to-see programming is the key to unlock the public's pocketbook.**
- ▶ **Spotlighting the news in Television Today.**
- ▶ **Passing in Review—The week's highlights in shows.**

Court Told 111 ELC Films Played Area

Counsel for Loew's and RKO theatres declared in New York Federal Court that 111 Eagle Lion Classic pictures out of a total of 196 were played in the circuits' houses in the New York Metropolitan area during the 1946-50 period. The testimony was given in the trial of the action by Chesapeake Industries, ELC parent company, which is seeking $15,000,000 damages, charged that Loew's and RKO refused to give the pictures sufficient bookings.

The trial adjourned on Friday until today, no hearings having been scheduled for yesterday in observing Lincoln's Birthday.

IA in Drive Against Mexico-Made Film

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.—For the first time since the IATSE emblem won its place on the main credit title of all American-made pictures, the IATSE at the weekend denied its use to the producers of "Daniel Boone," which was produced in Mexico by Ganaway-Ver Halen Productions, Inc., under conditions objected to by the IATSE and by the Hollywood AFL Film Council.

In a statement released to the press, the council announced the opening of a national consumer boycott campaign against the picture, calling on

(Continued on page 2)

REVIEW:

The Last Hunt

Metro-Goldwyn-Mayer—CinemaScope

DEPICTING AN ERA in American history when hunters searched for dwindling buffalo herds on the great plains, an outstanding cast topped by Robert Taylor, Stewart Granger and Lloyd Nolan give stature and vivid realism to M-G-M's "The Last Hunt," in CinemaScope and Eastman Color. Ripe for exploitation and sure to inspire enthusiastic word-of-mouth, this Dore Schary production should prove a potent stimulant for boxoffices everywhere.

Based on a novel by Milton Lott and written for the screen by Richard Brooks, who also directed—and most effectively—the story carefully builds the explosive, almost psychopathic character of its villian, Taylor, who enjoys killing buffalo equally as much as he does people. Accompanied

(Continued on page 6)

Poll Discloses

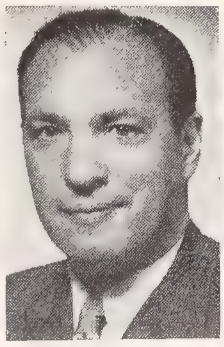
No Immediate Circuit Talks With D-J Seen

ABPT, SW Study Issue; Cinemiracle for NT

By MURRAY HOROWITZ

No immediate moves by divorced circuits to seek Department of Justice approval for entering production was in evidence at the weekend, a poll by MOTION PICTURE DAILY disclosed.

The poll was conducted in the wake of the disclosure that the Justice Department feels it cannot give circuits blanket approval to enter production, but will examine each circuit bid separately, when and if the petition is made. The disclosure



L. H. Goldenson

Samuel Rosen

(Continued on page 11)

New Superscope-235 Is Compatible With 'Scope Optical Prints

From THE DAILY Bureau

HOLLYWOOD, Feb. 12. — The new Superscope-235 is compatible with CinemaScope's optical prints, which have a screen aspect ratio of 2.35 to 1, it was revealed here at a demonstration of the process by Joseph and Irving Tushinsky, developers of Superscope, who pointed out that most of the theatres equipped

(Continued on page 11)

ing
CK HUDSON · Miss CORNELL BORCHERS · GEORGE SANDERS
Never Say Goodbye"
Universal International
PRINT BY TECHNICOLOR
ADVERTISED IN THE MAR. ISSUE OF
Redbook
THE MAGAZINE FOR YOUNG ADULTS
• More than 6,000,000 Primary Readers

PERSONAL MENTION

EDWARD L. WALTON, administrative assistant to **DANIEL O'SHEA**, president of RKO Radio Pictures, has returned to New York from Hollywood.

•

ROBERT S. WOLFF, RKO Radio Pictures managing director in the United Kingdom, will arrive in New York today from London. It was inadvertently reported last week that he was returning to London from here.

•

JULIUS M. GORDON, president of Jefferson Amusement Corp. and East Texas Theatres, returned to Beaumont over the weekend following a stopover in Washington.

•

MYRON N. BLANK, president of Theatre Owners of America, has returned to Des Moines from Washington and New York.

•

HARRY BRANDT, president of Independent Theatre Owners Association, is recovering from an illness at Doctors Hospital here.

•

ROBERT DOWLING, president of City Investing Co., will return to New York on Sunday via B.O.A.C. from London.

•

ERIC PLESKOW, United Artists general manager in Germany, returned to Frankfurt yesterday by plane from New York.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, left here on Sunday for Miami.

•

WILLIAM DOZIER, RKO Radio vice-president in charge of production, returned to Hollywood over the weekend from here.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity director, is in Miami from New York.

•

SIR MICHAEL BALCON, producer, arrived here from London on Sunday via B.O.A.C.

•

JOSEPH S. HUMMEL, European general manager for Warner Brothers, is in New York from Paris.

Cooper Profile in SEP

The current issue of the "Saturday Evening Post" begins an eight-part story on Gary Cooper, with important credits to Allied Artists and the star's new picture for the company, William Wyler's "The Friendly Persuasion." The first installment of the series also carries color photos.

Denies Schary Leaving MGM

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.–In adjourning the week-long conference of M-G-M's international representatives here, Arthur Loew, president of Loew's, Inc., denied reports that Dore Schary was about to sever his connections as head of the studio.

"There is no truth to this rumor," Loew said. "Dore Schary remains in his executive post and I am contemplating no other changes in the executive personnel. The studio is functioning in fine shape, it seems to me, and the pictures about to be released will be the best evidence of that fact."

Calls Lineup 'Finest Group'

Loew said that, in his opinion, as well as those of the delegates, the pictures that were screened at the meetings were commendable in every way. Stating that he was grateful to the producers, directors and writers, and all others who participated in the product, Loew said:

"I would venture to say that they are the finest group of M-G-M pictures in the company's history. This sounds like typical showmanship exaggeration but I suppose there is no way of giving a superlative appreciation without the use of superlatives."

'Orderly Release' Tour by Hyman

Edward Hyman, vice-president of American Broadcasting - Paramount Theatres, left here at the weekend for an extended trip which will take him to Chicago, Salt Lake City, San Francisco, Los Angeles, Phoenix and Tucson.

In each of the cities, he will apprise officials of ABPT affiliate circuits of ABPT's work on behalf of an orderly schedule of releases throughout the year. While on the Coast, he will visit studio representatives and see upcoming product. On Feb. 21 in Los Angeles, he is scheduled to speak before a meeting of Southern California Theatre Owners Association in response to an invitation to outline his orderly release program.

Maine to Be Host

Times Square will have its first "authentic" clambake at midnight tonight when the State of Maine plays host to stars of "Carousel" and others from the entertainment world at The Lobster, seafood house on W. 45th St. To maintain a genuine "down east" flavor at the clambake, not only lobsters and clams are being flown down from Maine, but rocks and authentic Maine seaweed as well.

Quigley, Jr., Writes On New Techniques For Encyclopaedia

Martin Quigley, Jr., editor of Motion Picture Herald, has written on assignment from the *Encyclopaedia Britannica* an article on motion picture technology. The article will appear in the next printing of the *Encyclopaedia Britannica* as part of the section on motion pictures which is currently being revised under the direction of Richard Griffith, curator of the Museum of Modern Art Film Library.

All phases of motion picture technology are covered in Quigley's 10,000-word article. Major sections are on film–both black and white and color; sound–optical, magnetic and stereophonic; wide screen systems–Cinerama, CinemaScope, VistaVision, Todd-AO and others; and theatrical presentation. New drawings of optical and magnetic sound recording and reproduction were prepared for Quigley by C. S. Perkins, operating manager, and David Demarest, staff engineer, of the Altec Service Corporation. Joseph Greenspan made other drawings on film sizes and shapes and screen ratios.

First Vital Change Since 'Sound'

The article by Quigley represents the first substantial change in the screen technology section of the *Encyclopaedia Britannica* since shortly after the advent of sound pictures. At that time one of the contributors in this field was the late Major Nathan Levinson, chief engineer, Warner Bros. Studios. Quigley had to deal with the rapidly evolving motion picture technology in all its phases from the point of view of the interests of the students, journalists, researchers and others throughout the English speaking world who will turn to the *Encyclopaedia Britannica* during the next couple of decades.

Ponedel Named Rep. Philippines Manager

Carl Ponedel, formerly Republic Pictures International's special Representative in Spain, has been appointed general manager in the Philippines for the company, replacing Fred Paulus, who has resigned. Filling the Spain post will be D. Alejandro Villamayor.

Ponedel has been affiliated with the Republic International organization since 1943 as manager in Puerto Rico, Mexico and Cuba, and as special representative in Venezuela.

New Circle Service

Circle Film Laboratories here will service its clients with Eastman's reversal color print film, representing a new film product and process. Conversion date to the new film is April 9.

IA in Drive

(*Continued from page 1*)

all national, state and local bod
the AFL-CIO to warn their me
against the film.

Council president George Fla
who is also international repre
tive of IATSE, said the pictur
made in Mexico "to escape p
American standard-of-living v
which make possible attendan
our theatres."

Daylite Saving Ti Asked in Kansas C

KANSAS CITY, Feb. 13.–Th
Council general committee, acti
expectedly, has recommended fo
sage by the municipal governing
an ordinance which would sub
the voters the question of insti
daylight saving time here.

The shift to daylight time i
posed by theatre operators, p
pally the drive-in managements
contend that the extra daylight
would cut down the time for e
shows.

NEW YORK THEAT
RADIO CITY MUSIC HAL
Rockefeller Center
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

MOVIEL
TV FIL
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A leading corporation serving the ai
industry requires an experienced
tive to take complete charge of its m
picture productions. He will work
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studios, supervising script prepar
photography, editing and sound. At
five years experience required, prefe
in the aeronautical field, B.S. de
For early appointment, send typed re
with complete details of education,
rience and current earnings to
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MOTION PICTURE DAILY
1270 Sixth Avenue, New York

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copie

een Gems Tells es of Col. Films ted for Television

ision lay..

The titles of the 104 Columbia feature films which will be distrib- o television by Screen Gems, ubsidiary of Columbia Pictures, nnounced by Robert H. Salk, r sales, at the second day of reen Gems international sales g at the Hotel Warwick here. ong the Hollywood stars who in these productions are Bergman, Brian Aherne, Ginger , Cary Grant, Bing Crosby, hrey Bogart, Rita Hayworth aul Muni.

lls Them 'Custom Tailored'

104 motion pictures are avail- television stations and adver- throughout the United States Canada in "customed tailored" ges, Salk said in announcing the at the weekend.

ong the titles on the list an- ed at the sales meeting are Had Four Sons," "Com- s Strike at Dawn," "Doctor a Wife," "Fuller Brush Man," of Janet Ames," "Let Us Live," in My Heart," "Night to Re- er," "Pennies From Heaven," a," "The Desperadoes," "You'll Get Rich," "It Had To Be nd "Once Upon A Time."

A Complains of ufficient Affidavits

NEAPOLIS, Feb. 13.—North l Allied is complaining that not of its members have filed affi- that will be sent to the Senate Business Committee, setting he exhibitors' alleged inability y top pictures at reasonable

he latest NCA bulletin, it is d out that the "average ex- is fearful of retaliation by the utors." The association states xhibitors can be assured that will be no retaliation, asserting such an effort is made, "we e it through so that you will harmed."

v Paramount Mgr. Buffalo, Cincinnati

agerial promotions at two Para- branches were announced last in New York by Hugh Owen, esident of Paramount Film uting Corp.

und C. DeBerry has been ele- from Buffalo branch manager ncinnati branch manager. He ds Herb Gillis who has taken s Washington branch manager. Berry joined Paramount 16 years assistant booker in Charlotte. s successively head booker and an before being named Buffalo manager in 1951.

gh Maguire was named to suc- DeBerry as Buffalo branch man- Maguire, who was promoted from sales manager at the Philadelphia branch, joined Paramount in 1931 as clerk and shipper in the New Haven branch. He was a salesman for a number of years before becoming sales manager.

Zenith, Skiatron Would Testify

Subscription Television May Get Airing at Senate TV Hearings

From THE DAILY Bureau

WASHINGTON, Feb. 13.—The subscription television battle may get an airing before the Senate Commerce Committee's current television hearings.

It was learned that at least two of the three major proponents of toll TV—Zenith Radio Corp. and Skiatron—have approached the committee with an eye to testifying at hearings late this month. Spokesmen for the Joint Committee on Toll TV, the exhibitor-backed organization fighting subscription television, said they would "probably" appear if Zenith or Skiatron does.

Last Thursday committee chairman Warren Magnuson (D., Wash.) said the committee would hear industry and public witnesses for four days during the week of Feb. 27, and he listed subscription television as one of half-a-dozen major problems about which the committee is interested in hearing. Kenneth Cox, counsel for the investigation, said today the committee would "like to get some indication" of the different points of view in the toll TV controversy.

Another committee official said he didn't see how the committee could now avoid taking some testimony on subscription television. He admitted that the committee had originally been concerned mainly with the problem of UHF stations, but pointed out that Federal Communications Commissioner Robert E. Lee, has urged the committee to consider toll TV as one solution for UHF in financial difficulties. This brought the whole matter before the committee and the committee will now have to follow through, this official believed.

Cox said he did not anticipate that the committee would want to spend too much time right now hearing the toll TV situation and that he hoped that all groups holding the same point of view would designate a single spokesman to appear before the committee.

The committee will resume its hearings next Monday, Feb. 20, when FCC officials are scheduled to return for further questioning.

International Flavor In Films Stressed

With the foreign market accounting for 50 per cent or better of film revenues on many productions, stories with an international flavor should be selected, independent producer Harry Salzman stated here at the weekend.

Salzman, now in the midst of completing "The Iron Petticoat," co-starring Bob Hope and Katharine Hepburn, said that productions "can't live without the foreign market." "The Iron Petticoat," which will be distributed by Loew's, Inc., in the Western Hemisphere, will be titled "Not for Money" in the Eastern Hemisphere, where it will be distributed by the Wolff Brothers of Great Britain.

For Autumn Release

Salzman said "The Iron Petticoat" will be released probably in September or October, sometime after the Paramount release of Bob Hope's "That Certain Feeling." He said the return of the "cold war" and the end of the Geneva spirit scotched his previous plans to film the final location scenes in Russia. The Ben Hecht screenplay, described as completely non-political, concerns an American aviator and a Russian aviatrix. It was shot entirely in Europe.

Salzman said his next production will be "No Account," which will be shot in Italy this summer.

SEC Reports Dec. Film Stock Tradings

From THE DAILY Bureau

WASHINGTON, Feb. 13. — Robert Lehman sold 8,900 shares of 20th Century-Fox common in December, dropping his holdings to 21,000 shares, according to the latest Securities and Exchange Commission report on trading in film stocks by officers and directors.

Most of the transactions in the report took place in December. Albert and Jack Warner each bought 5,000 shares of Warner Brothers Pictures, Inc., common. Albert Warner at the end of the year held 165,000 shares in his own name and 32,700 through trust accounts. Jack Warner held 297,898 shares in his own name and 13,400 through trust accounts.

Cohn Sells 7,400

Jack Cohn sold 7,400 shares of Columbia Pictures common, dropping his holdings to 63,740 shares in his own name, 1,629 shares as trustee and 59,683 shares in voting trusts. A. Montague sold 200 shares, dropping his holdings to 9,606 shares, and A. Schneider sold 478 shares, retaining 19,647 shares.

Other transactions included these: Y. Frank Freeman bought 500 shares of Paramount Pictures common, boosting his holdings to 2,100 shares. John L. Sullivan bought 100 shares of Loew's Inc., his total holding at the end of the year. George D. Burrows in November sold 5,600 shares of Allied Artists Pictures common and 100 shares of 5½ per cent cumulative convertible preferred, leaving himself 22,886 shares of common and 400 of the preferred.

Circuits Queried

Trans-Lux Has 'Future' Plans For Producing

Trans-Lux Theatre Corp., which operates vast Eastern theatre holdings and distributes independent domestic and foreign films, will engage in the production of motion pictures and television film programs "in the future," Richard Brandt, vice-president of the circuit, declared here at the weekend.

Contacted for comment on the Department of Justice meeting with the leaders of Theatre Owners of America and Allied States Association in Washington on Thursday, Brandt said that Trans-Lux has been making a study of the production situation for some time.

'No Immediate Plans'

"We have no immediate plans for active entry in the motion picture production field but Trans-Lux sometime in the future will engage in it along with the production of television film programs," he said.

Gerald Shea, president of Shea Enterprises, reported that he had "no immediate production" plans. He said that additional sources of product will be warmly welcomed and that it makes no difference to him who the producer is. "The more the merrier," he stated.

Spyros S. Skouras, president of Skouras Theatres, also said that his circuit isn't contemplating any production program. He pointed out that United Artists Theatre Circuit, through Magna Theatre Corp., has a substantial interest in the Todd-AO production of "Oklahoma!" and is contemplating future productions in this medium, among them being Rodgers & Hammerstein's musical production, "South Pacific."

Many in EFFG

It was pointed out by other independent and "divorced" circuit officials that many theatremen had invested in Exhibitors Film Financial Group, Inc., the Theatre Owners of America-sponsored investment organization which was formed in 1954 to stimulate production. Thus far, EFFG hasn't gotten off the ground due to the non-participation of "divorced circuits," an issue which had been presented to the Justice Department by EFFG president Sam Pinanski some months ago.

Roxy, Atlanta, 16th To Play Cinerama

The Roxy Theatre, Atlanta, will open "This Is Cinerama" on April 2, it was announced by Stanley Warner Cinerama.

The Roxy is the 16th theatre in the United States and Canada to be converted for the exhibition of Cinerama presentations.

"ROMPING TO BO

PARAMOUNT PRESENTS

DANNY KAYE

in

THE COURT JESTER

co-starring

GLYNIS JOHNS

BASIL RATHBONE · ANGELA LANSBURY · CECIL PARKER

Words and Music by Sylvia Fine and Sammy Cahn

Written, Produced and Directed by
NORMAN PANAMA and MELVIN FRANK

Color by TECHNICOLOR

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Openings everywhe
confirm M. P. Daily
prediction for
PARAMOUNT'S
KING-SIZED COMED
"CAUSE HUZZAH
AT THE
BOXOFFICES!"

FFICE SUCCESS!"

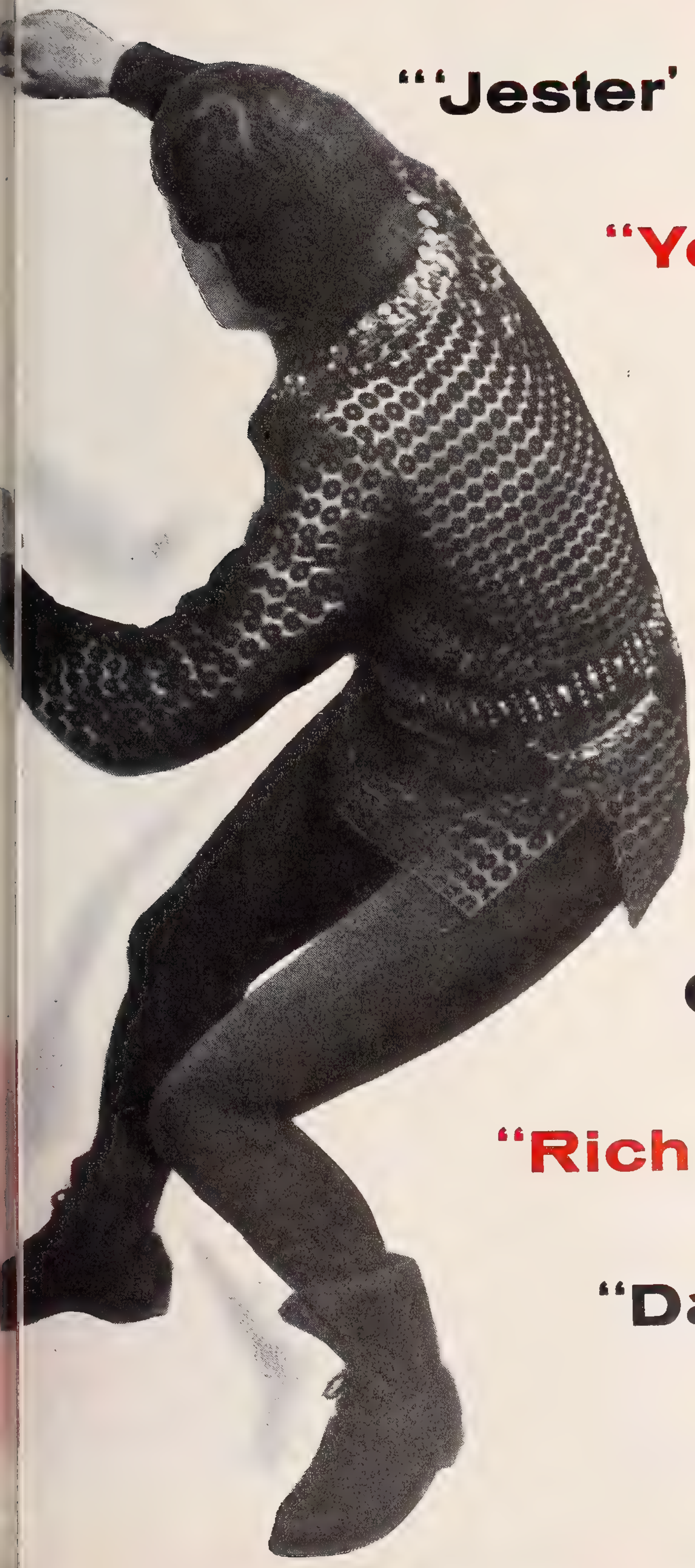
—SHOWMEN'S TRADE REVIEW

"Funniest Kaye On Movie Record!"

—LIFE

"Uproarious Fun...Don't Miss It!"

—WASHINGTON STAR



"'Jester' Wins By A Kaye-O!"

—N. Y. DAILY MIRROR

"You'll Laugh Yourself Into Hiccups!"

—MIAMI NEWS

"It's Good Fun!"

—N. Y. TIMES

"Rides High, Wide And Handsome!"

—PITTSBURGH POST-GAZETTE

"May Well Be The Most Lavish Comedy Ever Made!"

—N. Y. HERALD TRIBUNE

"Rich In Comic Invention!"

—BUFFALO COURIER-EXPRESS

"Danny Is At Top Form!"

—PHILADELPHIA INQUIRER

PEOPLE

Sam Green, Detroit, has resigned his post with Korman Enterprises to become general manager of the circuit operated by Sterling Theatres.

◆

Dr. Donald H. Anderson has been appointed assistant superintendent of the industrial laboratory of Eastman Kodak Company at Kodak Park Works in Rochester, New York.

◆

Oscar Hammerstein 2d has been elected a member of the board of directors of the Fund for the Republic, Inc., New York City.

◆

J. M. Wells, for many years owner of the Wells Theatre in Kingsland, Ga., has been elected mayor there.

◆

Virgil Jones is a new salesman for Warners in Albany, succeeding **James Moore,** now a salesman for RKO. **Howard Goldstein,** whom Moore replaces, is now general manager for Perlmutter Theatres, Albany.

◆

Jim Anderson, Chicago, has been appointed director of television for Atlas Film Corp. there. He has long been in the advertising, radio and television fields.

General Release for 'Prisoner' in March

"The Prisoner," first picture to be handled by Columbia's new imported films division, will go into general release, it was revealed in the company's March schedule by general sales manager A. Montague. Other March releases will be "Hot Blood," Jane Russell-Cornel Wilde starrer in CinemaScope, the melodrama "Over-Exposed" and the action film "Uranium Boom."

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UNITED AIR LINES

The Last Hunt

(CONTINUED FROM PAGE 1)

by Granger and Nolan on a lonely quest for hides, Taylor gives an outstanding performance in a difficult, complex role. Aided by Brooks' direction, the story is developed on an almost constant note of suspense, reaching its climax when Granger steals away from the hunters' camp with Debra Paget, as an Indian girl who has been held captive by Taylor. Dedicated to revenge, Taylor seeks out Granger and the girl. The final scenes of the rivals' to-the-finish battle tend to be a bit theatrical but the over-all excellence of the production more than obliterates this fault.

Excitement abounds in many scenes, especially in a buffalo stampede on the grand scale, in a duel between Taylor and Ed Lonehill, as an Indian, and in a barroom brawl involving Granger.

Be assured this is no ordinary Western. It is a good cut above the best of them in dramatic and production values. But its violent action, and there is an abundance of it, adds up to exceptionally strong fare for the young.

Brooks' direction, with its keen emphasis on searching motivations of the characters, while not neglecting action, will attract attention among class as well as mass audiences. The film's scenic background, expertly photographed by Russell Harlan, is an added asset of importance.

Running time, 108 minutes. Adult classification. Release, not set.

The Broken Star

Bel-Air—United Artists

Producer Aubrey Schenck has extended the usual ingredients that go into Western action films and has come up with an enjoyable picture. The film is a credit to its director, Lesley Selander, who knows how to pace and shade his plot action, and a neat showcase for the talents of competent actors Bill Williams and Howard Duff. John C. Higgins deserves a hand for a slick piece of screenplay writing, also.

Lita Baron, who plays the love interest in this Bel-Air production, will also please the viewers as does the able supporting cast headed by Addison Richards, Douglas Fowley, Henry Calvin and John Pickard. Howard W. Koch produced the film with Schenck listed as executive producer of this United Artists release.

Williams and Duff are deputies and long-time friends. Duff is a somewhat neurotic guy as he has no qualms about killing a person for money and making it look like self-defense. Williams is the complete opposite, a credit to his law-upholding profession. At first, Williams can not think evil of his friend, Duff, but he soon realizes that deputy Duff is a bad one and then all tarnation breaks loose, with some neat suspense twists. Complications pile up when Duff is caught in a swindle, causing both sides, the law and the criminals, to be out looking for his blood. However, Williams catches Duff first and kills him in a mine.

Running time, 82 minutes. General classification. Release date not set.

Tokyo Engagement Set for 'Conqueror'

Howard Hughes' "The Conqueror" will begin its second foreign date today when it opens a roadshow engagement in Tokyo at the Hibiya Eiga Theatre.

Meanwhile, in preparation for its pre-selling campaign here, RKO issued the first in a series of special bulletins to managers and advertising heads covering ideas and special material to be used in local campaigns.

First special lobby piece prepared for all Feb. 22 dates is a 40"x60" set-piece made with three-dimensional effect with fluorescent illumination.

"The Conqueror" will open in New York on March 30 at the Criterion Theatre.

ITO of Arkansas Conclave April 2-3

LITTLE ROCK, Ark., Feb. 13.—The 37th annual convention of the Independent Theatre Owners of Arkansas, will be held at the Velda Rose Motel in Hot Springs, Ark., on April 2-3. Jim Carbery, president, of Little Rock, has appointed J. Fred Brown, Fort Smith, as chairman.

Following a meeting of the board of directors, Brown appointed the following as convention committee members: Mrs. Jessie Howe Anderson, Hot Springs; Mrs. Violet Martin, Hot Springs; Carl Burton, Fort Smith; Cecil Cupp, Arkadelphia, and Clarence Duvall, Hot Springs.

Speakers, will include Myron Blank, of Des Moines, president of the Theatre Owners of America.

Brotherhoo

(*Continued from page* 1)

Week, which will be observed
19-26.

The kits, which are being ser
to theatre owners, managers an
change officials by National S
Service under the direction of Wi
B. Brenner, chairman of the a
sories committee, contain posters
play cards and membership card

Under the program outlined i
eight-page campaign book, the
light of the Brotherhood Week
will be a membership fund-ra
drive covering theatre patrons,
hibitors, distributors, exchange s
salesmen, bookers, theatre pers
and vendors dealing with distrib
and exhibitors.

Each Will Set One Day

Each participating theatre
designate a single day during Bro
hood Week as collection day.
solicitation of contributions is b
backed by a special Brother
newsreel starring Frank Sinatra.
National Conference of Christians
Jews, which sponsors the an
Brotherhood Drive, is providing
tainers for the collections.

Theatre activity, which will
spotlighted by special marquee
lobby displays, will also fea
Brotherhood benefit premieres. Tic
for the charity showings are to
sold by schools, churches,
groups, merchant organizations
retail stores.

Other facets of the commu
promotions sponsored by theatre
and distributors include Brother
essay and poster contests. Regi
offices of the NCCJ are coopera
in the city-wide campaigns, w
are being supported by inten
newspaper, television and radio
licity.

Expect UN Officials At 'Carousel' Debut

United Nations ambassadors
representatives from 62 nations
expected to attend the world prem
of 20th Century-Fox's "Carousel,"
CinemaScope 55, on Thursday
ning at the Roxy Theatre here.
event will be covered by newspa
and newsreel photographers,
prominent guests at the premiere
appear on the Tex McCrary W
show from 8:30 to 9 P. M.

Proceeds from this first perfo
ance of the Rodgers and Ham
stein musical will go to the New
Medical College.

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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

poly?

g sharp issue with previ-
ts of view, the American
sting Company, in a pre-
t to the FCC last week, in
ter of the FCC rules and
ons on TV broadcast sta-
sed that fighting word,
ly," in clear, emphatic
aving specific reference to
l problem of VHF vs. UHF
ABC said: "The shortage
etitive facilities and the
y in competitive positions
UHF and VHF stations
ween ABC and the other
works have created a situ-
nducive to the growth of
y." The company insists
take steps to relieve the
y of scarcity" to permit
owth. "Until present allo-
deficiencies are remedied
n will grow only in its
istic aspects," ABC says.
n must be given to those
es "immediately obtain-
; urges, deferring over-all
s of the allocations plan. In
apt to reach an interim so-
ABC offers specific recom-
ons for early solution in
arkets, citing chapter and
n each case. It concludes
e suggestion that VHF ed-
l reservations be released
eeded to permit competitive
n services and that the ed-
l reservation question be
ned.

tious

tious is the word for the
f the newly-formed Trans-
it Television Corporation,
uffalo and New York fi-
interests headed by David
ng Moore of New York,
it. Board chairman is Paul
ellkopf, Jr. and other of-
re Seymour H. Knox, III,
. Piech, who are also di-
with George F. Goodyear
ed Schoellkopf. The chair-
ys the company is ready to
the maximum number of
allowed by the FCC.

om & Politics

re a House subcommittee
ek, Richard S. Salant, CBS
sident, urged enactment of
nent to the Communications
ler which broadcasters live,
nit escape from the "equal
clause related to political
speeches. CBS says that if amendment (H.R. 6810) were passed, thus freeing networks and stations where they set up their own programs, the CBS net would offer free time for what the company's release describes as "a modern-day electronic version of the Lincoln-Douglas debates" among Presidential candidates. Mr. Salant sees it helping to bring TV to "journalistic maturity." There's a good case there for freedom of the press (TV).

Four Stars

▶ When United Artists was formed in 1919 by three actors and a director, one jaundiced observer is said to have made historic lament, "The lunatics are taking over the asylum!" The "lunatics" actually made out pretty well. In our own day, four other "lunatics" have done comparably well. They are Ida Lupino, Dick Powell, Charles Boyer and David Niven, who, with no little aid from Don Sharpe, made an outfit called Four Star Productions a force to be reckoned with in television. A measure of the force was to be seen in the complicated deal by which, last week, Official Films acquired Four Star Productions and the related Four Star Television, Inc. It involved a $1,500,000 stock deal and the transfer of 695,000 shares of Official Films stock for all outstanding stock of the two Four Star companies, plus syndication rights to a pile of Four Star product. Four Star Films, Inc., the producing company, is not involved and will go on with the four stars themselves, in TV and theatrical films.

Big Try

▶ NBC-TV and the Academy of Motion Picture Arts and Sciences are going to give the Big Try to their second annual telecast of the announcement of the Oscar nominations, being telecast from Hollywood Saturday night. Participating as hosts at the affair will be four previous Oscar winners, William Holden, Judy Holliday, Edmond O'Brien and Celeste Holm, along with Tony Curtis, Glenn Ford, Piper Laurie and Jack Lemmon. If this star line-up doesn't produce an interesting show, the Academy and NBC might well drop the whole idea of announcing the nominations, and concentrate on the actual awards—this year, March 21. Last year's nominations show didn't fare too well with press or public.

Buys the Package

▶ Glamorene, Inc., New York, has become the first advertiser signed under ABC-TV's Film Festival Package Incentive Plan, Slocum Chapin, vice-president in charge of sales for the network, has announced. The plan makes the Monday through Friday Afternoon Film Festival and the Sunday evening Famous Film Festival available to advertisers as a single program package. Beginning the day before yesterday, Glamorene is sponsoring one participation weekly on the Sunday show, and beginning yesterday, two participations weekly on the weekday show.

Taped Pictures

▶ The Ampex Corporation is getting ready. Last week in a letter to the shareholders, G. I. Long, Ampex president, reported that the company has constructed a laboratory version "of what is believed

(*Continued on page* 10)

In Our View

NEXT March 17 the Television industry, in effect, goes before the country in a nationwide NBC program during which the Emmy Awards of the Academy of Television Arts and Sciences will be made. At this point, with nominations about completed and the voters of the membership ready to go into action, attention may well be focused on the Academy and its role.

There are few conceptions of greater potential value than that embodied in the Academy idea from the standpoint of industry importance. The public goodwill, or lack of it, toward the industry, the promotion of the medium in general or specific terms and the presentation of a united front on the part of the diverse elements of the industry where the common good is concerned can nowhere be more readily attained than through the good offices of such a non-profit organization as the Television Academy.

There was a comparatively recent period of internecine warfare, engendered largely between the two basic geographical and perhaps temperamental elements of the industry, on the east and west coasts, which happily seems to be waning. On the east coast, chiefly responsible for the founding and fostering of a New York unit of the Academy was Ed Sullivan, and the industry as a whole owes a vote of thanks to him for his earnest and successful effort. He has had help, considerable help, from such as Tex McCrary and Hubbell Robinson, Jr., for example, but all who assisted deserve praise.

The Emmy awards are the specific event which carries directly and most excitingly to the public in general, with all the promotional values inherent in that event. It behooves those responsible, therefore, to be most certain that the Emmy presentation, as seen, as it surely will be, in millions of homes, does the industry proud. But that, too, is but one aspect of the values for the whole field, in an Academy well, intelligently and energetically operated.

—*Charles S. Aaronson*

Passing in Review

ROBERT MONTGOMERY PRESENTED "Good Friday, 1865" last Monday night on NBC-TV to kick off television's own festival of Loncoln. Telecast in compatible color, it was probably one of the handsomest and most opulent shows ever undertaken by the Montgomery people. It also had a good deal of charm and style in its story of a little boy who realizes his goal of seeing Lincoln, but only on the night he was shot. One drawback, and a most irritating one, was the fact that the television audience, like the little boy, never saw more that "the top of Lincoln's brow," which would have been a good subtitle.

The controversy waged around CBS-TV, Jackie Gleason, his "Stage Show" production and his "The Honeymooners" may well be resolved by a guitar-strumming performer who was a TV unknown until just a few weeks ago. That person is Elvis Presley, an abandoned performer who plays and sings in a manner that Marlon Brando should, and doesn't. Last Saturday night (February 4), Presley, in one of his return visits, picked up the Stage Show audience and carried it away accompanied by the kind of squeals unheard since Frankie went legit. Properly exploited, he might well return the Saturday night blue ribbon to CBS.

Sunday (February 5) was quite a lot of fun. CBS-TV's Let's Take a Trip trio, Sunny Fox, Ginger MacManus and Bud Flanagan, visited the Little Orchestra Society to hear Hadyn's "Toy Symphony" and Dukas' "Sorcerer's Apprentice." That evening on the same network Ed Sullivan presented a top-notch show with Rodgers and Hammerstein and snatches of their "Pipe Dream," followed a couple of hours later by What's My Line?, understandably and somewhat smugly, celebrating its sixth anniversary.

The Kraft Theatre Wednesday night on NBC-TV went institutionally narcissistic, doing a hatchet job on a big time TV personality. The 20th Century-Fox Hour, CBS-TV, also Wednesday night, provided a "new" 45-minute condensation of its 1952 feature, "Phone Call from a Stranger." It was notable in that the lethargic condensation actually covered more narrative ground than the film from which it was condensed. It also picked up its key scene, featuring Bette Davis, almost intact from the picture's footage, which is a precedent devoutly to be ignored. Elsewhere in the week:

OMNIBUS. "One Nation," CBS-TV, 1½ Hours, 5 P.M., EST, Sunday, February 5, 1956. Live, from New York. For Scott Paper Company.

The notable Omnibus here offered the first of a series of three programs which have as their avowed purpose an examination of the origins, bases and significance of the Constitution of the United States. The subject, in this first installment, is treated in a semi-documentary fashion which is at once refreshing, effective and stimulating and serves most admirably in attaining its objective. Alistair Cooke, perennial Omnibus host, introduces the subject and its narrator, Joseph Welch, the Boston attorney who achieved a degree of attention in the Army-McCarthy hearings, and proves himself to be a man with a fine knowledge of and love for the U.S. Constitution. As he explains the trials and tribulations which led to the final adoption of the Constitution, following its equally painful writing, there are enacted most capably, typical scenes, with such typical proponents and opponents as Madison, Jefferson, Washington, Elbridge Gerry, John Marshall, Patrick Henry and others. In certain instances, Welch questions them, and their answers come with the actual points of view which history has recorded. It is a most interesting device. Historian Richard Hofstadter prepared the script with Welch, and they both rate a full measure of praise. A slight weakness rested in the Welch delivery, which tended to be tonally undistinguished and in lengthy parts consequently somewhat dull. In general, a fine job and a distinguished contribution to the achievement record of television.

HALLMARK HALL OF FAME. "The Good Fairy," NBC-TV, 1½ Hours, 4 P.M., EST, Sunday, February 5, 1956. Live, from New York, in compatible color. For Hallmark Cards.

The wholly entertaining light comedy of the 1920s by Ferenc Molnar depends for its success so greatly on the portrayal of the amoral, energetic and giddy "good fairy" that it was doubly fortunate the keenly successful Maurice Evans, producer, had Julie Harris for the title role. She brought to the test a fine sense of comedy, and just the right note of happy lightheartedness to make for a high order of result. In her support, Walter Slezak as the penniless lawyer she befriends, is especially effective, while Cyril Ritchard, Roddy McDowall and Paul Lynde, as the men who come under the fairy's spell, are all excellent. Evans has come up with a fine and clever touch, a sequel 10 years later, which shows our good fairy married, happily, to the man one would least expect, of course. George Schaefer directed and Jean Kerr did the TV adaptation.

THE BOB HOPE SHOW. NBC-TV, 1 Hour, 8 P.M., EST, Tuesday, Feb. 7. Film. For Chevrolet.

Absence may not always make the heart grow fonder, but it's a cinch, in the case of Bob Hope, now in England, that absence from the U.S. scene has resulted in a vast improvement in at least one show. Last Tuesday's was certainly his best for the season to date—the material was consistently amusing, the guest stars (Fernandel, Diana Dors, Yana) were fresh and fun, and the fact that it was on film was more than compensated for by the fact that it was produced in London and Paris and without film could never have reached our screens. Hope's skit with Fernandel was especially good, with the veteran French comedian holding his own with practically no dialogue. Miss Dors provided the eerie spectacle of "Marilyn Monroe" speaking with Mayfair accent, and three of Paris' top couturiers provided Hope with nine of the loveliest "straight men" which it's ever been his good fortune to meet. Hope's writers, perhaps deserve the major praise. They kept him in his professional character of the glib, amorous worm without once resorting to a girdle and/or Liberace joke.

THE MILLIONAIRE, CBS-TV, ½ Hour, 9 P.M., EST, Wednesday, February 9, 1956. Film. For Colgate-Palmolive Company.

This series, with the rather uniquely entertaining format, that
of the anonymous billionair
gives away a million dolla
some happily chosen indiv
continues to hold a good au
and this number indicate
comparatively strong level o
ues. In this instance, when
vestment man is faced with
and jail because a partner h
faulted, he hires a killer to m
him so that his family will ha
income from his insurance,
then, when the million arriv
almost loses out in his frant
tempts to have his planned
der" called off. It's an intrig
if somewhat far-fetched idea
Don Fedderson production
good production values focuse
der the able direction of
Martin.

*DAMON RUNYON THEA
"The Face of Johnny Doll
CBS-TV, ½ Hour, 10:30
EST, Saturday, February 4,
Film. For Anheuser Busch.*

To get the figures of s
properly scrambled, this num
the Runyon Theatre concern
might be expected a prizefig
and comes up par for the co
When the theme is golf, we
be able to call it a knockout.
cannot in this instance, even
the benefit of the figures of sp
However, there is a light half-
of fair, if uninspired amuse
in the yarn of the fighter who
his face "sculpted" for a so
dame's favor, then finds out
loves him for himself, not fo
plastic surgeon. Allen Jen
Beverly Tyler, Biff Elliott
Paul Bryar are adequate, the
logue and Broadway dialect c
ly responsible.

"NO CHIEFS . . . ALL INDIANS"

TV T

IF THE MEN above have their way, the Academy of Television Arts and S
will have new meaning, and its "Emmy" will be "Oscar's" sister. These are t
who will make the New York end of the Emmy awards March 17—a banquet
Waldorf-Astoria, opulent, thronged and costing X number of dollars—
success. They are Tex McCrary, Lawrence Langner, Ed Sullivan, Max Liebm
Henry S. White, advertising head at Screen Gems and chairman of the
dinner. They indicated in a chatty press conference in their quarters—
Theatre Guild building on West 53rd Street—the success of their battle to
"balance" in the Academy, so the east and all components who work in te
may contribute to it. They discussed the categories in Emmy balloting, an
desire that everyone join the Academy, which they felt by March 17 in Ne
will boast at least 1,000. As Ed Sullivan, who is doing the talking above, s
other day, the organization henceforth would be: "No chiefs . . . all Indian

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

OLOR SET STAR IS HITCHED O COLOR PROGRAM OUTPUT

CENT CANBY

comes first, the chicken or the egg? lated into terms of the color television set situation, the question t comes first, the lowering of the price of color receivers or the lemand for (and purchase of) color receivers? though color sets are currently moving through the stores at a te, various industry sources in the last several months have been predictions of coming price cuts, of new types of low-cost color d the generous number of color receivers to be sold this year— 00,000. Last December one NBC executive said flatly: Millions of can afford color sets at today's prices. They just don't know it yet.

all these predictions, a few h may come true, it's some- lifficult to keep the over-all in focus. Briefly, it is this:

lic demand for color sets llow one factor and one alone, the increase in color nming by the networks and ;

the present time, there is no ing as a low-cost color re- (priced between $300 and d the prospects for one this within the next two years, eedingly dim;

ces of color receivers now $695 to $995 can conceivably own about $100 if sales reach ,000 mark this year; they me down several hundred only if sales go into the s;

ause they are precision in- nts, color sets will continue ire special and costly serv- the expense of which will me down with quantity sales in turn, will follow the ex- t of color programming.

week a veteran industry ob- who has been in television ts infancy, made this esti- following the big push in programming this coming NBC alone providing about rs a month), sales of color will increase progressively y — by 1960, color sales equal sales of black and sets, or, up in the millions. is an honest, conservative te.

the last two months, of course, there have been moves in the way of trade-ins of black and white sets for color sets which have brought down the $695-$995 price tags substantially. These moves, however, do not touch the heart of the matter. More importantly, as color sets move edgily toward mass production, less expensive methods of tube manufacture and set assembly are being devised. Color sets today use fewer receiving type tubes. Printed circuits, which eliminate some of the costly hand-wiring, are being put into RCA's present models.

Nevertheless, there is no way to cut important corners in color set production. The complexities in black and white set production have been multiplied a million fold by color. In a black and white receiver, some leeway in the "trueness" of the picture can be tolerated. This same leeway in color might result in a leading lady's skin being a glorious green. Ever since the first flesh pot opened on the banks of the Nile, man has been interested in the true color of flesh. He isn't about to compromise now. Thus there is no future for the shabby color set.

◆ ◆

The difficulties in turning out a good, low-cost color tube were demonstrated not too long ago in New York with the showing for the trade of a tube, the set for which, its makers claimed, needed little servicing. Visiting engineers reported the tube's brightness very good. The color, however, was not uniform across the screen. It also "radiated," meaning that it would play hob with all other sets in the neighborhood.

RCA, with interests in all phases of the situation and a huge bank roll, is leading the race toward the elusive rainbow. Last week in Bloomington, Ind., it opened the industry's first plant completely converted and geared for color receiver production. Each one of its lines can turn out a set a minute. Plant cost: $5,000,000. The goal is 200,000 this year. An additional $3,000,000 is marked for further expansion at Bloomington and at the sister plant in Indianapolis. Another $8,500,000 has been spent to step up tube manufacture at the RCA Lancaster, Pa., plant, which will be turning out more than 30,000 tubes a month in the last quarter of this year. In process at the present time is a $12,000,000 program for expansion of the NBC color studio facilities.

Other set manufacturers are getting on the bandwagon. Emerson plans to turn out between 20,000 and 25,000 color sets this year. Sylvania promises "volume" production. General Electric will introduce a set this summer. Hoffman Electronics will turn out 1,000 in the first quarter. Motorola, Magnavox and Philco also will be turning out color sets. CBS-Columbia, which made a batch of 19-inch color receivers and then halted production while these were sold, describes its position now as "watchful waiting." A factor in its "watchful waiting" is CBS-Hytron, now working hard on a new 22-inch rectangular tube.

◆ ◆

Zenith Radio, which evidently shot its bolt on its Phonevision toll TV system, has reported no plans for color TV receiver production. It says: "Zenith has no intention of experimenting on the public during the developmental stages."

RCA also remains dominant in the manufacture of color tubes. Planning to join in the manufacture of the RCA "three-gun" tube are Sylvania and Tung-Sol. General Electric is proceeding "cautiously" with the own "three-gun" tube, with mass production scheduled for 1957.

Philco, meanwhile, is experimenting with a "one-gun" tube, still in the laboratory and which it hopes will be cheaper to make than present tubes. Chromatic Television Laboratories, partially owned by Paramount Pictures, also has a "one gun" tube which Paramount president Barney Balaban says can go into a set to cost $300 to $400.

With all this, however, color programming remains the key. NBC's Chicago station, WNBQ, goes to a full color schedule for local programming April 15. Its New York and Los Angeles outlets, WRCA-TV and KRCA, respectively, are expected to follow within the year. This is in addition to the present 40 hours monthly of network color programming. CBS-TV, with about nine hours of color monthly now, promises to increase that amount substantially in the Fall. In addition, with the development of new, high-speed color film, the Fall season probably will be seeing the first regular newscasts in color.

The question of what comes first, the chicken or the egg, must be answered elliptically: Life. Translated to color television terms, Life is color programming.

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"The Film Doctors"

apid FILM TECHNIQUE, INC.

'est 46th Street, New York 36, N. Y.

Who's Where

ROBERT W. SARNOFF, NBC president, has announced the election of three vice-presidents. They are: **HUGH M. BEVILLE, JR.,** vice-president, planning and development; **THOMAS C. McCRAY,** vice-president and general manager of KRCA, NBC-owned station in Hollywood, and **LLOYD E. YODER,** vice-president and general manager of NBC-owned stations in Philadelphia.

CHANDLER COWLES, Broadway producer, has been engaged by NBC as general manager of the newly-formed NBC Opera, touring company. Mr. Cowles will work under the direction of **SAMUEL CHOTZINOFF,** producer of the NBC television operas and the touring company.

CHET HUNTLEY, Peabody Award-winning commentator on NBC's West Coast news staff, has been signed by the network to a long term contract, according to **FREDERIC W. WILE, JR.,** NBC vice-president, TV network programs, Pacific division.

ABNER J. GRESHLER, former president of York Pictures Corporation, has been named coordinator of a newly-organized program development department of National Telefilm Associates, Inc., it is announced by **ELY A. LANDAU,** president of NTA.

NORMAN ALPERIN, formerly associated with Charles Basch Radio and TV production as a general executive, has joined the sales staff of Guild Films for the New York area, **ART GROSS,** assistant sales manager, announces.

THOMAS B. McFADDEN, vice-president in charge of NBC spot sales, has announced the appointment to TV sales posts of **ROBERT ANDERSON** in San Francisco and **KENNETH JOHNSON** in Los Angeles.

BOB QUINLAN, executive producer at KNXT, Los Angeles, will assume duties in New York as a CBS-TV director of news and special events programs at the end of February, the network announced last week.

ELIHU E. HARRIS is the new director of advertising for Television Programs of America, it is announced by **MILTON A. GORDON,** president.

DAVID LOWE has gone from Eddie Fisher show and Dumont to London for a three-month stint as program department consultant for Granada Television Network, Ltd., British TV entry of Sidney Bernstein, film circuit owner.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: Key market stations are setting the pace for quality feature film programing. It all began with the introduction of the "Fabulous Forty" package by National Telefilm Associates, which consists of top Lopert, Rank and United Artists films.

Encouraged by a sharp rise in ratings, stations are switching from syndicated first run half-hour programs to the package of important features, to fill better time slots for local sponsorship, it was learned in a discussion with ***Edward M. Gray***, vice-president of NTA in charge of the west coast.

Based on encouragement by station owners to obtain outstanding product, NTA ventured into the purchase of the expensive feature package, already subscribed to by most of the important stations in the major markets, Mr. Gray reported. This group of films include the recently headlined 11 Selznick features, top Universal pictures and others formerly distributed by MGM, RKO and UA.

Daytime programing will absorb more feature films as re-runs of their nighttime appearances.

As a result of this trend toward quality product, the NTA heads, Ely Landau, president, and Oliver Unger, executive vice-president, are negotiating with major producers with product for TV, in keeping with the company policy, based on the premise there will always be a ready market for quality programs.

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If public acceptance in television programs continues to adhere to the principles of good taste, and to the type of program that inculcates the proper desires in children, television will also continue improving its standards on the air, ***Cobina Wright***, told a meeting of the American Association of University Women in an address at the Women's University Club in Los Angeles.

Speaking on the subject of the National Audience Board (of which she is one of the founders), and what it stands for in the maintenance of high standards in TV, Mrs. Wright stressed the power of university women in the field.

—*SAMUEL D. BERNS*

The Show-Makers

***Orson Welles** will be the dramatic narrator of "Out of Darkness," the CBS Public Affairs 90-minute actuality drama which will depict the private world of mental patients and mental hospitals and point up the progress made in the battle against mental illness, on the CBS-TV network, Sunday, March 18 from 5 to 6:30 P.M., EST.*

◆

*"Command" stars **Cameron Mitchell** on the United States Steel Hour on Wednesday, February 15 at 10 P.M., EST. **James Gregory, Marshall Thompson,** and **Biff McGuire** are co-starred. The hour is produced by the Theatre Guild.*

◆

__Keenan Wynn__ and __Laurie Mitchell__ appear in "Cleo" on the Damon Runyon Theatre Saturday, February 18 on CBS-TV from 10:30 to 11 P.M., EST. Featured are __Ben Lessy, Wally Vernon, Robert Christopher, Paul Harber__ and __Joe Devlin.__

◆

__Steve Brodie__ and __David Kasday__ are featured in "The Pee Wees Take Over" on the Damon Runyon Theatre, Saturday, February 25 on CBS-TV from 10:30 to 11 P.M., EST. Featured are __Peggy Webber, Sid Melton, Bobby Faye, Stuffy Singer__ and __Michael Granger.__

◆

__Claire Trevor__ will be seen on Alfred Hitchcock Presents in "Safe Conduct," Sunday, February 19 at 9:30 P.M., EST on CBS-TV. The teleplay was written by __Andrew Solt.__ In the cast are __Jacques Bergerac, Werner Klemperer, Peter Van Eyck, John Banner, Konstantin Shayne__ and __Ralph Manza.__

◆

__MacDonald Carey__ and __Fay Wray__ will co-star in "In Times Like These," on General Electric's 20th Century-Fox Hour, Wednesday, February 22 at 10 P.M., EST on CBS-TV.

◆

__Jack Benny__ and __Zsa Zsa Gabor__ will appear in "The Honest Man," on the General Electric Theatre, Sunday, February 19 at 9 P.M., EST over CBS-TV. __Ronald Reagan__ is on-air program supervisor.

ATTENTION PRODUCERS...
NOW IT CAN BE DONE!

Optical dupe negative with effects such as wipes, dissolves, fades, and superimposed titles in the following combinations:

- 35mm to 35mm
- 35mm reduced to 16mm
- 16mm to 16mm
- 16mm blow up to 35mm
- Slow down and speed up action

C and G Film Effects
1600 Broadway, N. Y. C. PL 7-2098

TELEVISION IN BRITAIN

LONDON: The curtain is raised for the second act of Britain's great commercial television experiment.

February 17, with all the paraphernalia of a civic sendoff, the second I.T.A. station will go on the air over Channel 8 from Birmingham. The station, to be shared by two programme contractors, ATV (Associated Television), weekdays, and A.B.C. (Associated British Cinema), weekends, will service Britain's industrial area in the Midlands.

Extensive surveys and publicity campaigns have been carried out in the area to whip up public enthusiasm and it is claimed that 830,000 sets will be ready to receive commercial TV on the opening night—200,000 more than the London station had when opened last September.

Programme plans are well advanced. Clearly A.B.C. and ATV have had the advantage of learning from the experiences London contractors. There no morning transmissions per cent of the Midland grammes will be identica those in London.

—*WILLIA*

When ABC Television, the "ne of Associated British Pictures, o circuit's TV era in the Midla Saturday, February 18, the op be Britain's and ABP's young Jannette Scott, above. There's miere of the film, "Now and also in Birmingham the night Hands across the media.

SPOTLIGHT

(*Continued*)

to be a practical system for the recording and reproduction of television pictures on magnetic tape." He said, however, that the conversion of the laboratory prototype into a commercially acceptable unit still requires "a considerable amount of additional time and effort."

Enter Perry Mason

▶ Erle Stanley Gardner's one-man library, comprising 272 titles and including the Perry Mason stories, last week was acquired by CBS Television for a sum that is probably astronomical and currently is a mystery. Under the arrangement, the first property to be broadcast will be the Perry Mason stories, to be shaped into a one-hour film series getting underway in the Fall. Paisano Productions, headed by Cornwall Jackson and his wife, Gail Patrick, will handle the filming with particular assistance from Mr. Gardner himself.

Name's Not the Same

▶ The changes underway, physically and spiritually, at NBC Film Division are climaxed with the announcement that operations of the Division are being transferred to Kagran Corporation, another wholly-owned subsidiary of NBC. NBC film syndication activities will continue under the direction of Carl M. Stanton, NBC vice-president who also has been elected a vice-president of Kagran. The Division will continue to operate the NBC Film Library and the NBC Film Exchange. At the same time, the NBC licensing activities of Kagran will be continued in a separate operating division un supervision of Edward L. vice-president of Kagran.

Levitt Joins

▶ Robert D. Levitt, forme lisher of Hearst's *The Ar Weekly and Puck*, more r known as *The Comic Week* been appointed director of n sales of Screen Gems, it w nounced yesterday by Jo Mitchell, vice-president in of sales. The move is anoth in the continuing executiv expansion of Screen Gems, ing to Mr. Mitchell. Mr. will concentrate on the n sales of the company's recen nounced line-up of 13 new T series. In the course of his than-20-year career, Mr. Lev been a police reporter, dire Hearst Enterprises and mental in putting Hearst's national News Service into t newsreel busines. Right aft war he even got in seven as eastern publicity direct Selznick Productions.

New Labs

▶ Rapid Film Technique, In neer specialist in film rejuv and preservation, reports th ing of its new laboratory i Island City and the transfer executive offices to that bu Jack Bernard, president, sa new set-up more than Rapid film care facilities equipped with "the very late cision and electronic equ which cannot be duplicate where." For the convenie New York City clients and town visitors, the compan continue to maintain a serv fice at the former Man headquarters at 21 West Street.

WS:

t with 1,000,000
es

an Releasing Corp.

FOR A sincere effort, without
ling results, can be given Da-
marsky, producer-director, for
s initial Hollywood assign-
Another science-fiction drama,
d have been more entertain-
it not been bogged down by
acing. Tom Filer penned a
y melodramatic screenplay
ng the attractiveness of fam-
despite hardships in a remote
ocale, but the film takes too
supplying action and mystery.
lity is also lacking.
rancher Paul Birch, his wife,
Thayer, their daughter, Dona
nd deaf-and-dumb handyman
l Tarver live in the California
g area. Tedious dialogue re-
he Birches' sorry plight. A
mming noise is heard, the sky
lark, and a gleaming appara-
nes out of the sky and is set
n the middle of the already-
d Birch ranch.
ventually learned that the ap-
intends to assume control of
rth by taking over the minds
inhabitants. The Filer script
he rather far-fetched notion
cause a family displays a sense
y, the apparatus from outer
ist flies off the ranch property
ly, leaving us mere mortals to
te over the Birches' fate.
ing time, 71 minutes. General
ation. For January release.

Make Up

t Wilcox—UA

ON ROBERT NESBITT's play,
Glorious Days," this Herbert
production, starring Anna
and Errol Flynn, may get fair
, although it suffers by com-
with current lavish Holly-
musicals.
Harold Purcell screenplay is
uzz-bombed London of World
. Miss Neagle, an entertainer
ng in a show for the troops,
ged by two admirers, David
the show's producer, and an
corporal played by Peter
During a bombing, Miss
is knocked unconscious but
she is revived, the screen de-
er dancing fantasies in which
is a central figure. Recovering
er injury in the home of Peter
aunt, she misconstrues a tele-
conversation to Farrar's house
cides, after more fantasy, to
Graves.
ble to understand Miss Neagle's
of heart, Farrar visits a mu-
end, a bar mistress (Kathleen
n), who relates, in flashback,
y of Miss Neagle's show-busi-
ather, Errol Flynn, and his
ns in solving marital troubles
is wife, also played by Miss
Farrar listens to the story,
eparts for the airport to leave
entertainment tour in Burma.
eagle is there to wish him luck
and in a short time, aided by the well wishes of Flynn, who arrives unexpectedly at the airport, she decides to accompany Farrar.

Produced and directed by Wilcox, the film, in Eastman color, presents a variety of the old and ever-popular song favorites.

Running time, 62 minutes. General classification. For February release.

No Circuit, D-J Talks Now

(*Continued from page* 1)

was made following last Thursday's meeting in Washington between Justice Department officials and leaders of Theatre Owners of America and Allied States Association.

Polled by MOTION PICTURE DAILY were executives of National Theatres, American Broadcasting - Paramount Theatres, Stanley Warner, Loew's Theatres and RKO Theatres.

While the over-all impression was that no immediate steps to enter production are planned, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and Sam Rosen, executive vice-president of Stanley Warner, said they are studying the problem, underscoring their interest in the situation.

Sees No Decree Proscription

Goldenson repeated ABPT's contention that the Paramount consent decree does not bar ABPT from entering production - distribution, and therefore no Department of Justice approval for such a step is needed. Sidney Markley, ABPT vice-president, who was present at the interview, added that ABPT attorneys intermittently hold conferences with Justice Department officials on problems relating to divorcement and, in the course of such conferences, Justice officials would be told of ABPT's intentions, if the company decided to enter the production-distribution field. Goldenson went on to point out that the issue still is in the stage of study.

Stanley Warner executive vice-president Rosen said he has insufficient information to evaluate last week's joint exhibition conference with Justice Department officials, and, therefore, could not comment on Stanley Warner's attitude other than he is studying the question.

Cinemiracle Awaits 'Green Light'

From the Coast, it was reported that National Theatres officials stated they have no production plans contemplated other than filming pictures in NT's new technique Cinemiracle. On the Cinemiracle question, NT still is waiting for a Justice Department decision on its request for authorization to proceed with Cinemiracle production.

The two-point joint program of action adopted by TOA and Allied last month called for efforts to get Justice Department approval of divorced circuits to enter production, with each circuit getting priority to show its own films, and urging Justice to use its influence with the Senate Small Business Committee and with distributors to have film rentals included in any industry arbitration system.

TOA-Allied

(*Continued from page* 1)

their own theatres, and on arbitration, stated that the TOA directors would evaluate the Justice Department's reply and possibly come up with better proposals for future presentation.

The board of directors of Allied States will meet in Cleveland on Feb. 19-21.

Urges Campaign to Combat Vandalism

WASHINGTON, Feb. 6. – The president of the Federation of Motion Picture Councils urged local theatre groups to undertake a major campaign to combat vandalism in neighborhood theatres.

Federation president Mrs. Max Williams made the plea in an address to the District of Columbia Motion Picture and Television Council. She outlined a program which she said had been successful in combating vandalism in Detroit and other cities. It included larger theatre staffs, closer supervision by parents and other steps.

Superscope-235

(*Continued from page* 1)

to exhibit anamorphic productions book the optical sound 2.35 to 1 prints when playing CinemaScope.

Prior to the development of Superscope-235, the prints in that medium were projected in a ratio of 2 to 1. CinemaScope is photographed for a screen aspect ratio of 2.55 to 1, but is reduced to 2.35 to 1 when the optical sound track is added.

Joseph Tushinsky screened at the RKO studio footage from "Great Day in the Morning" in aspect ratios ranging from 1.85-1 through 2-1 to 2.35-1, pointing out that all anamorphic processes now in use can standardize at the latter ratio. He pointed out that CinemaScope prints and lenses and Superscope prints and lenses can be used interchangeably.

Exhibitors present said such standardization would greatly simplify booth operation and screen-masking, and would reduce equipment costs to theatres which still have not installed all types anamorphic equipment.

"It is our studied opinion," said Tushinskys, "that the availability of Superscope-235 will halt the 1.85 to 1 movement that has been gaining momentum during the past five or six months. . . .

"The cost of making Superscope-235 color prints or black-and-white prints is the same as for normal flat prints. The only additional charge the producer incurs over a regular flat 1.85 to 1 photography, when he uses Superscope-235, is the license and service fee of one dollar per foot based on the cut negative footage. This usually amounts to approximately $8,000 to $9,000 per production."

. . . NEWS ROUNDUP

Extend Detroit Stage Policy

Following the three-day $57,000 "Rock 'n' Roll" bill at the Fox Theatre in Detroit, Korman Enterprises announced that the National, Duke, Castle and Booker Theatres, catering to Negro audiences, would also institute similar live additions to regular film programs.

■

Stockholders to Meet

Film Truck Service, Inc., Detroit, will hold its annual stockholders meeting tomorrow. President Ray Branch says an election of officers and directors for the coming year is scheduled.

■

Employees to Stage Play

The Ortem Players, a group of M-G-M amateur-actor employees here, will present William Inge's Pulitzer Prize play, "Picnic," Thursday and Friday. "Picnic" will be the second theatrical venture of these talented young players.

■

Kodak Park Popular

A new, high total of 21,019 visitors toured the Kodak Park Works of Eastman Kodak Company during 1955. This is a 3,000-person increase over the year 1954 in visiting the Rochester plant.

VARIETY CLUBS—TENT 35
Luncheon—TOOTS SHOR'S—Wed., Feb. 15th • 12:15 P.M.
Guest of Honor
Glamorous • JAYNE MANSFIELD • STAR OF "WILL SUCCESS SPOIL ROCK HUNTER"
AND
JAMES R. VELDE
New General Sales Manager of United Artists
•
BERNARD KRANZE
New Vice-President Cinerama
LUNCHEON RESERVATIONS Close Tues., Feb. 14 at 2 P. M.
At Variety Club Office — WI 7-5076 — Tickets $2.50

20TH SWEEPS THE ANNUAL PHOTOPLAY AWARDS!

The Gold Medal Picture of 1955

LOVE IS A MANY-SPLENDORED THING

Award to
BUDDY ADLER
Producer

Play it again!

The Most Popular Actress of 1955

JENNIFER JONES

Winner of Audience Awards and National Critics Poll Too!

For Easter opposite Gregory Peck in "The Man in the Gray Flannel Suit"!

The Most Popular Actor of 1955

WILLIAM HOLDEN

He's hot now for your "Many-Splendored" repeats!

THE PHOTOPLAY
MAGAZINE MEDAL

One of the Ten Most Popular Pictures of 195

A MAN CALLED PETER

Bring it back for Easter!

The Most Promising Actress of 1956

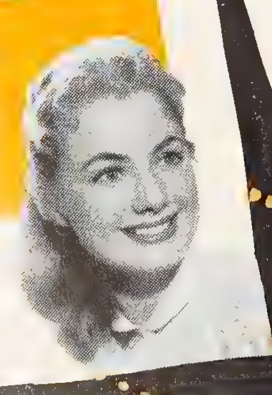
JOAN COLLINS

Star of "The Girl in the Red Velvet Swing"!

THANKS
to the readers and editors of PHOTOPLAY

One of the Most Promising Actresses of 1956

SHIRLEY JONES



Becomes a great star in "Carousel"!

One of the Most Promising Actors of 1956

RICHARD EGAN

Soon co-starring with Jane Russell in "The Revolt of Mamie Stover"!

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 31 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 15, 1956 TEN CENTS

gsley Says

ench Intent h Developing S. Market

d American Trade Recoup Investments

By LESTER DINOFF

French motion picture indus- earnestly seeking to make in- into the United States market means of recouping its invest- t in a output lor and maScope luct, ac- ng to Ed- L. King- president ngsley In- ional.

ngsley, recently ned here a three- trip to on and to screen product for possible

E. L. Kingsley

(Continued on page 7)

ler Again Heads E. Allied Unit

Special to THE DAILY

STON, Feb. 14. – The annual ing and election of officers of pendent Exhibitors, Inc. of New and, the local unit of Allied s Association, was held today e Hotel Bradford.

ward W. Lider was reelected

(Continued on page 7)

Exhibitors Vote Aid Tax Drive

Special to THE DAILY

HMOND, Va., Feb. 14.–The Vir- Motion Picture Association at its al winter meeting here yesterday d to support the Council of Mo- Picture Organizations in its drive he theatre admission tax.

the same time the association duled its annual convention for l 17-19 in Washington.

No Work to Start on Possible Revision Of the Code Until April, Clark Says

There will be no meeting of the four-man Production Code revision committee until April, Kenneth Clark, vice-president of the Motion Picture Association, said here yesterday. Clark, who has been designated as secretary of the committee, stated that the initial session must wait until Eric Johnston's return from a world tour on industry affairs. He pointed out that the other members of the group—Barney Balaban, Daniel O'Shea and Abe Schneider, with Johnston as chairman, would be unable to assemble at the same place at the same time until at least April.

No work has started on the Code's possible revision, Clark said. Johnston, he added, wants to start from scratch, with no pre-conceived notions of what changes may be made until the first session of the committee. At the first parley, he said, the members will agree on the scope of the methods to be adopted.

As Reported by MPAA Survey

U.S. Newsreels Kept International Flavor in Their Issues of 1955

The international flavor of American newsreels was kept intact in 1955, with 32.7 per cent of the total newsreel footage released during the year devoted to foreign activities, it was disclosed here yesterday in a statistical survey of newsreels compiled by the Motion Picture Association of America.

In the previous year, 33.2 per cent of the footage was devoted to foreign affairs.

The total number of newsreel clips released in the U. S. in 1955 was put at 3,673, compared to 3,940 in 1953. The survey covered the five newsreel-owning companies, Warner Brothers, 20th Century-Fox, Paramount, Universal and Loew's.

Sports figured heavily in newsreels, with 25.5 per cent of the total released footage dealing with that subject, while 18.4 per cent of the total newsreels dealt with government, 11 per cent came under the classification of human interest, 8.7 per cent was devoted to national defense and only 1 per cent, according to the survey, to "political" activities.

Tax Data Given to Humphrey by Coyne

From THE DAILY Bureau

WASHINGTON, Feb. 14.–Additional figures designed to show the need for Federal admission tax relief today were presented to Treasury Secretary George Humphrey by Robert W. Coyne, on behalf of Council of Motion Picture Organizations.

The delivery of the material was a follow up to a visit to Humphrey

(Continued on page 7)

David Levy Retires As 'U' District Mgr.; Jos. Rosen Replaces

David A. Levy, Universal Pictures' Metropolitan New York district manager and New York branch manager since 1939, is retiring effective on March 2, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager of Universal.

David A. Levy

Levy will be succeeded by Joseph B. Rosen, Universal's branch manager in Detroit since November, 1953, and formerly associated with 20th Century-Fox in branch manager capacities for 11 years.

Rosen in turn will be succeeded as branch manager in Detroit by Richard B. Graff, sales manager in Chicago since 1952.

After an extended vacation in Florida, Levy plans to return to New York and continue industry activities on a limited basis. He started in

(Continued on page 2)

By 19 to 0

NYC Council Votes Against Toll Television

Said to Be First City to Take Action on the Issue

New York's City Council yesterday registered its opposition against toll TV, becoming, in the words of City Council president Abe Stark, "the largest city in the nation and the first city to go on record against pay TV."

The vote on the Stark resolution opposing toll TV was 19 in favor, three abstentions and none opposed. The three abstentions were Stanley Isaacs, Robert Barnes, the two sole Republican city councilmen, and Simon Panish, who had just been sworn into office yesterday, prior to the voting, and who abstained on the basis of unfamiliarity with the issues.

In leading yesterday's debate on

(Continued on page 6)

Chinich, O'Gara to BV Division Posts

Reorganization through the creation of two new top sales posts in Buena Vista Film Distribution Co. was announced by Leo F. Samuels, president and general sales manager of the Walt Disney releasing organization.

The new positions in the Buena

(Continued on page 2)

N.T. in Formal Request For Cinemiracle Okay

From THE DAILY Bureau

HOLLYWOOD, Feb. 14.–Elmer C. Rhoden, president of National Theatres, disclosed that a petition for federal approval of Cinemiracle production was filed in Washington today.

Questioned on the matter of limitations which may be imposed by the government if the petition is approved, another spokesman for NT said he anticipated restrictions involving a period of time in which to exercise patent rights and to make and distribute films in the process.

PERSONAL MENTION

REGINALD ARMOUR, executive vice-president of Republic Pictures International, will return to New York by plane today from London.

•

Ilya Lopert, president of Lopert Films, will arrive in New York today from England via B.O.A.C. **Max Fellerman**, vice-president and general manager, left here yesterday for the Coast.

•

Leon Leonidoff, stage director of the Radio City Music Hall, returned here from London on Sunday via B.O.A.C. Monarch.

•

Harry Lipskin, Columbia Pictures International public relations director, will leave here on Friday for Mexico City.

•

James O'Gara, Buena Vista's newly-appointed Eastern district manager, returned here yesterday following a tour of Latin America.

•

Charles Boasberg, supervisor of Paramount sales on "The Ten Commandments," will return to New York on Monday from Hollywood.

•

Nat Levy, RKO Radio Eastern sales manager, left here yesterday for Dallas.

•

Mike Simons, M-G-M customer relations director, has returned to New York from Oklahoma City.

•

Manny Reiner, I.F.E. Releasing Corp., has returned to New York from Atlanta and Jacksonville.

Chinich, O'Gara

(*Continued from page* 1)

Vista sales setup are those of Eastern division manager, to which James O'Gara has been promoted, and Western division manager, to which Jesse Chinich has been named. Both Chinich and O'Gara, who have been home office sales supervisors since the formation of Buena Vista more than two years ago, will continue to make their headquarters in the company's main office in New York.

David Levy

(*Continued from page* 1)

distribution in 1920 with Paramount as a salesman and in 1923 moved to Educational Pictures as a sales and office manager. In 1925 he joined Loew's, Inc., as New York branch manager and held that post for the next 14 years until he joined Universal in 1939.

Krueger Will Film New Mexican Novel

Carl Krueger

Spurred by the favorable reception within the industry of his latest on-location film in Mexico, "Comanche," producer Carl Krueger has announced plans for the filming there of "St. Patrick's Battalion," a novel surrounding Mexican war life, some time this summer. At a reception yesterday Krueger said he had purchased rights to the novel by Patricia Cox, which will go into production in June.

Commenting on his latest United Artists CinemaScope production that is to be premiered March 15 at Fort Worth, Tex., and subsequently shown during Easter Week in the Southwest and on the West Coast, he said the Mexican filming of "Comanche" resulted in a saving of nearly $750,000. Had it been shot in Hollywood, costs would have totaled $1,750,000, he added.

Krueger, who previously produced "Sabre Jet" for United Artists, estimated overall costs of "Comanche," which stars Dana Andrews, to be under the million-dollar mark. A crew of 27 from Hollywood accompanied Krueger to the Mexican village of Durango, where some 10,000 Comanche Indians and a crew of 175 Mexicans gathered for the production.

Krueger leaves for the Coast next week followed by a visit to Fort Worth for the "Comanche" premiere.

MPIC Names Panel For Code Forum

HOLLYWOOD, Feb. 14. – The Motion Picture Industry Council today announced the selection of panel members for Sunday night's round table discussion on the subject, "Should the Production Code be Revised."

The panel will be composed of Jerry Wald, Dick Powell, Hugh Herbert, Leonard Spigelgass and Robert Aldrich. Kenneth MacGowan will act as moderator.

The panel will be heard at 8:30 Sunday evening, at the Academy Awards Theatre.

Zukor to Bank Post

Chemical Corn Exchange Bank has elected Adolph Zukor to the post of chairman of the advisory board of its Times Square office, it was announced by Harold H. Helm, chairman of the bank. Zukor is chairman of the board of Paramount Pictures.

MPEA Opens Talks With USIA on Asia

The Motion Picture Export Association has started talks with the United States Information Agency on getting government convertibility guaranties on sending motion pictures to some Southeast Asia countries, it was learned here yesterday.

Primary discussion between the MPEA and USIA is centering on Viet Nam, it was said. According to an MPEA representative, the program is being discussed for the benefit of the MPEA member companies initially. At present, only M-G-M maintains an office in Viet Nam, while the other companies have franchise distributors or sell that territory from other foreign countries.

Reelect H. M. Warner To W.B. Presidency

Harry M. Warner

Harry M. Warner was elected president of Warner Brothers Pictures at a meeting of the board of directors held here yesterday.

Other officers elected are: Albert Warner, vice-president and treasurer; Jack L. Warner, vice-president; Herman Starr, vice-president; Stanleigh P. Friedman, vice-president; Samuel Schneider, vice-president; Ben Kalmenson, vice-president; Mort Blumenstock, vice-president; Robert W. Perkins, vice-president, secretary and general counsel; Samuel Carlisle, assistant treasurer and controller; Cyril H. Wilder, assistant treasurer; Harold S. Bareford, assistant secretary; Edward K. Hessberg, assistant secretary; Roy Obringer, assistant secretary; Thomas J. Martin (formerly auditor), assistant treasurer, and Walter Meihofer (formerly assistant controller), auditor.

Novak Continental Sales Mgr. for Col.

PARIS, Feb. 14.–Appointment of Harry Novak as Columbia's Continental sales manager, with headquarters in Paris, has been announced by Lacy W. Kastner, president of Columbia Pictures International.

Novak will serve under Nick Pery, vice-president and Continental manager. Novak until recently had been Continental manager of Universal. Before that he was divisional manager for Warner Bros. in Latin America. He succeeds Morris Goodman, now assistant to Kastner.

TV, When It's Goo Just a Trailer for Movies: Myerberg

Michael Mye

Television, at best, is just a t for real entertainment—motion tures and the legitimate stage cording to independent pro Michael Myerberg, who announced here on Monday that he plans to produce two films per year and three puppet-live action pictures within three years, one annually.

Myerberg, who recently finished producing "Patterns" for United Artists release clared in a trade press conference the medium of television has ruined "the star system."

Programming on television trailer for motion picture ente ment, Myerberg said, pointing that TV entertainment "cheats ences of climactic jolts at the clusion. To get a real emotional out of a drama, an audience go to the theatre." The prod who also said that production v are also missing in TV entertain added that one musn't underesti the value of TV as "TV now the place of the old legitimate companies and is a breeding plac new talent and material."

William Gaddoni, Was M-G-M Mana

KANSAS CITY, Mo., Feb. William D. Gaddoni, 42, branch ager of Metro-Goldwyn-Mayer for the last five years, died Su in a hospital after suffering a attack at his home. Funeral ser were held today in Prairie Vil Kan.

Before coming to Kansas City had served as branch manage M-G-M in Omaha. He started Metro in Albany, N. Y., in 1935 was a salesman in Chicago b going to Omaha.

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PEOPLE

Leon Lortie, University of eal, has been appointed vice an of the board of governors National Film Board of Can-

◻

Sullivan is to be honored at a onial dinner given by the Friars it the Waldorf Astoria here on 15, to be attended by TV, and motion picture celebrities.

◻

Schecter, Detroit, has been ap- d assistant in charge of opera- y managing director **Dillon C.** of the United Artists Theatre. er staff addition for the "Okla-' engagement, which will start b. 20, is **Peg Smith,** who will rking on publicity.

◻

iam C. Forman, president of Drive-In Theatres Corp., has ed the chairmanship of the mo- cture industry division for the ngeles County annual Heart campaign.

a. TV Studio to Bow June 1

LYWOOD, Feb. 14. – Para- s Sunset Boulevard studios, re- ed for TV production, will be for operation on June 1, under eneral supervision of Stanton good, it was announced here rney Balaban, Paramount Pic- resident.

stages, technical equipment, pace, cutting rooms and dub- ooms will be available to tele- producers on a daily rental for stage and equipment, he ued. The studio, continued Bal- will be operated by Paramount Corp., a subsidiary of Para- Pictures. The property also KTLA, the television station owned by Paramount Pictures

ood, formerly was manager of ion Film Productions and as- director of television opera- or NBC-TV.

w's to Open New mi House Tonight

MI, Feb. 14.–Loew's Thea- nc., tomorrow will unveil its ard-top" operation in Florida 's new Riviera, on the Dixie ay in South Miami. The event in the nature of a private pre- of the theatre and of the in- l first-run attraction, Colum- "Picnic." Pictures will play d-date with first runs in Miami and downtown Miami. Public g is set for Thursday.

Screen Gems and CBS Close to Signing For Eight 90-Minute TV 'Spectaculars'

Negotiations are expected to be concluded this week between Screen Gems and the Columbia Broadcasting System whereby the Columbia Pictures subsidiary will produce between eight and 13 television "spectaculars" for the 1956-57 programming season, it was reported yesterday.

Screen Gems vice-president Ralph Cohn and CBS-TV programming vice-president Hubbell Robinson are handling the negotiations for the 90-minute shows which, it was said, will cost $150,000 each and will highlight "top names from the screen world."

According to a Screen Gems representative, the shows would be presented next fall on the CBS-TV "Playhouse 90" series which would be produced by Irving Briskin, Screen Gems producer, and a CBS-TV producer.

Finds Films Ease Everyday Tensions

Most theatre goers attend motion picture theatres to escape from the tensions of everyday life, according to an independent survey just completed by Willmark Research Corp., a subsidiary of Willmark Service System, Inc., of this city. The survey on why people go to theatres was conducted among 4,798 theatre patrons in 33 major cities. Interviews were conducted at both downtown and neighborhood theatres.

While the majority of all people interviewed indicated that they attend theatres to relieve pressures and tensions, a slightly higher percentage of women than men seek this type of escape in theatres. A total of 48.5 per cent of the respondents were women and 51.5 per cent were men. Of the total percentage of women, 90.2 said they attended theatres to relieve tension, as compared to 80.2 per cent for men.

Of the persons queried, both men and women, 74 per cent said they could find more complete relaxation in a theatre than at home.

Set Tax Committee For New York Area

The composition of Metropolitan New York's Federal Tax committee was announced here by Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association, and Harry Brandt, president of Independent Theatre Owners Association.

In addition, Spyros S. Skouras, Max Fellerman and Walter Higgins, who are unaffiliated, also have been appointed to the committee and have agreed to serve.

MMPTA members of the committee include Herman Becker, Leo Brecher, Walter Brecher, Russell V. Downing, Harry Goldberg, James F. Gould, Philip F. Harling, Bernard Helfand, Murray Lenekoff, Harry Mandel, William L. Miller, Martin Newman, Eugene Picker, Samuel Rinzler, Arthur Rosen, Samuel Rosen, Robert C. Rothafel, Donald S. Rugoff, Leslie R. Schwartz, Sol A. Schwartz, Robert K. Shapiro, M. O. Strausberg and Solomon M. Strausberg.

ITOA members of the committee include Max A. Cohen, William Namenson, Julius Sanders, Abraham Leff, Leon Rosenblatt, Edith Marshall, John C. Bolte, Jr., Richard Brandt, Samuel Einhorn, Norman Elson, Sam Freedman, Jack Hattem, Ben Knobel, Larry Kurtis, Murray LeBoss, Martin Levine, Al Margolies, Melvin Miller, Irving Renner, Ray Rhone, Jack Rochelle, Al Shukat, and David Weinstock.

Eastman's Curtis to New Aviation Post .

WASHINGTON, Feb. 14.–Edward P. (Ted) Curtis, vice-president of Eastman Kodak Co., has been appointed to a new government staff post, that of Special Assistant for Aviation Facilities, by President Eisenhower, effective March 1.

Edward P. Curtis

Curtis will have the responsibilities of directing and coordinating a long-range study of the nation's requirements for aviation facilities. He is not relinquishing his Eastman executive post. Under present plans, Curtis will spend about two months in Washington for the purpose of establishing the new project. He then will give part-time attention to the assignment.

Harmon in 10-Film Deal with U.A.

Producer Sidney Harmon and United Artists have signed an agreement calling for the production of 10 pictures by Harmon's Security Pictures, Inc., and the financing and subsequent distribution by UA.

The agreement supersedes a previous contract that involved the financing and distribution of two films, "Step Down to Terror," currently in production, and "Men at War" to be made in April from a screenplay by Harmon.

The purchase of the W. R. Burnett novel, "Little Men, Big World," which will follow "Men at War" into production, was also disclosed by Harmon in behalf of Security Pictures, Inc.

. . . NEWS ROUNDUP

TOA Distributes Booklet

The Theatre Owners of America has distributed to its entire membership the booklet, "Wide-Screen Motion Pictures," prepared by the Society of Motion Picture and Television Engineers, and describing the several new methods of motion picture production and exhibition that have come into use since 1952.

■

Discounts for Teen-agers

In a move to encourage theatregoing by youngsters between 12 and 15 years of age, the Perakos Theatre Circuit, Hartford, has instituted a teen-age discount price for its New Britain, Conn. theatres, the Palace and the Arch St. The latter theatre is distributing simultaneously 40 passes every week to members of the New Britain grammar school safety patrol who have distinguished themselves.

■

Reopen Ohio Theatre

Richard Cambell has leased the Sylvan Theatre, in Sylvania, O., closed since last August. He is installing CinemaScope equipment preparatory to reopening the theatre.

■

Close Michigan House

The Bridgman Theatre, of Bridgman, Mich., has been closed permanently. It was operated by Bill Baldwin.

■

Stanley Smith Adds One

Graepers Egyptian Theatre, Portland, Ore., has recently been added to the circuit operated by Stanley Smith.

Schachtel Joins AA

Jack Schachtel has joined Allied Artists cooperative advertising department, Martin S. Davis, AA Eastern ad-pub chief, has announced. Schachtel resigned from RKO-Radio last week after 23 years with that company.

WB-Hyman Said to Be Near TV Deal

Reported negotiations between Warner Brothers and Eliot Hyman's Associated Artists for the release of the WB film library to TV was said to be near closing here yesterday.

Officials of WB or Associated Artists could not be reached for comment. According to reports, about 785 WB features, all made prior to 1948, are involved in the negotiations, with the price to be paid for the library put at $21,000,000.

"WE'LL TELL THE WORLD!"
HOMEWARD BOUND FROM M·G·M's WORLD WIDE HOLLYWOOD CONFERENCE

When those cheering M-G-M representatives from overseas reach home, they'll say:

"IN ANY LANGUAGE, HAPPY DAYS ARE HERE AGAIN!"

"We saw 'MEET ME IN LAS VEGAS'
(CinemaScope-Color)
It's everything we heard, truly a Gold Mine of Entertainment. Cyd Charisse becomes the screen's new darling!"

The Cast:
Dan Dailey,
Cyd Charisse,
Agnes Moorhead,
Lili, Darvas,
Jim Backus,
Oscar Karlweis,
Liliane Montevecchi,
Cara Williams,
The Four Aces,
and Guest Stars:
Jerry Colonna,
Paul Henreid,
Lena Horne,
Frankie Laine,
Mitsuko Sawamu

"We saw 'TRIBUTE TO A BAD MAN'
(CinemaScope-Color)
Cagney is even better than in 'Love Me Or Leave Me.' This picture has everything it takes for a BIG HIT!"

The Cast:
James Cagney,
Don Dubbins,
Stephen McNally,
Vic Morrow,
Irene Papas.

"'e saw
THE SWAN'
(CinemaScope-Color)
Imagine! With a sure-fire picture, and all that Grace Kelly publicity! WOW!"

The Cast:
Grace Kelly,
Alec Guinness,
Louis Jourdan,
Agnes Moorehead
Jessie Royce Landis,
Brian Aherne,
Leo G. Carroll,
Estelle Winwood,
Van Dyke Parks.

"We saw
'GABY' (CinemaScope-Color)
Oh what a wonderful love story. Leslie Caron leaps to the top of the star parade!"

The Cast:
Leslie Caron,
John Kerr,
Taina Elg.

"We saw
'I'LL CRY TOMORROW'
It will capture the heart of the world just as it has won fame and fortune in America!"

The Cast:
Susan Hayward,
Richard Conte,
Eddie Albert,
Jo Van Fleet,
Don Taylor,
Ray Danton.

"We saw
'LUST FOR LIFE' (CinemaScope-Color)
Masterpiece is the word for it. The native backgrounds, the drama of a life story are overwhelming!"

The Cast:
Kirk Douglas,
Anthony Quinn,
James Donald,
Pamela Brown,
Everett Sloane.

"We saw
'THE LAST HUNT' (CinemaScope-Color)
Strong, red meat all the way. Powerful as a love and action drama. The buffalo stampede is terrific."

The Cast:
Robert Taylor,
Stewart Granger,
Lloyd Nolan,
Debra Paget,
Russ Tamblyn.

"We saw
'THE RACK'
Not since 'Caine Mutiny' has there been anything so powerful about servicemen. Right out of the headlines, sizzling!"

The Cast:
Paul Newman, Wendell Corey,
Walter Pidgeon, Edmond O'Brien,
Anne Francis, Lee Marvin.

'e saw
ORBIDDEN PLANET' (CinemaScope-Color)
It's amazing! The most unusual drama ever made about outer-space. The effects have never been equalled."

ıe Cast:
Valter Pidgeon,
Anne Francis,
Leslie Nielsen,
Warren Stevens,
and introducing
Robby, The Robot.

"IT'S A BETTER WORLD ALREADY!"

Toll TV

(*Continued from page* 1)

the issue, Stark contended that the three firms supporting toll TV were insincere in their arguments and were "talking out of both sides of their mouths." On one hand, he explained, James M. Landis, special counsel for Skiatron, asked the City Council to "drag its feet" on the issue, referring to Landis' charge that the hearings conducted by the City Council "were frittering away time and wasting taxpayers' money." On the other hand, Stark continued, Zenith, in Washington, was urging the Federal Communications Commission to approve the Phonevision plan immediately.

Leadership Urged

"The City Council of New York should assume the leadership in the fight to preserve free television," Stark declared, warning that if toll TV is approved it will mean a greater tax than any tax the city, state or Federal government imposes.

Steve Springett, 79

NASHVILLE, Mich., Feb. 14.—Steve Springett, one of Michigan's pioneer exhibitors, died here. He was 79. At the time of his death he owned and was still operating the Family Theatre in Jackson, Mich.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

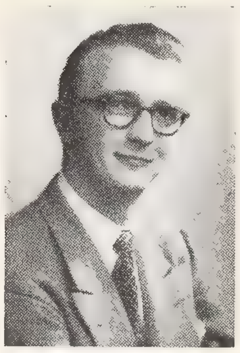
LATEST Trendex is another CBScore with "Ed Sullivan Show" on top and boasting 40.3, followed by the "$64,000 Question," 40, "Perry Como Show" in the middle with 36.4, "I Love Lucy," 36 (a perfect 36 any way you look at her), and "December Bride" with a rating of 33. . . . Joel Weisman, on the production staff at WABD since 1950, has been appointed manager of production there by veep Ted Cott. . . . With Hudson Faussett of NBC producing, a three-network film, "Advertising Benefits You," featuring Sid Caesar and Carl Reiner (NBC), Jackie Gleason and Audrey Meadows (CBS), and John Daly (ABC), and produced by American Federation of Advertisers, will be telecast by the three major nets in a national salute to Advertising Week. . . . Your reporter received a double thrill last week when he visited the Seaver-Leftwich Studios on E. 40th St. Producer Alex Leftwich, shooting a new telefilm series, "The Bob Howard Show," was surrounded by our old pals with whom we used to fan the breeze back in 1932 at the Paramount Studios in Astoria; cameramen George Webber, Johnny Phipps, Jim Hennessy, grip, Phil Rein, on the sound boom, and Artie Kornfeld, electrician. As for the series, here is a 15-minute musical, starring pianist-song stylist Bob Howard, a talented entertainer with a million dollar smile, a personality to match and a breezy manner which makes him a welcome visitor to the living room.

☆ ☆ ☆

George Fenneman

When the Four Marx Brothers made their zany comedies for Paramount a quarter century ago, there was but one actress who could play opposite Groucho and successfully repress the desire to laugh at his ad-libs and natural clownings. Her name is Margaret Dumont. One of the reasons why George Fenneman rates so high with John Q. Public and TV Editors, as announcer on the "Groucho Marx Show" radio & TV programs, in addition to his smooth delivery and ready smile, is his ability to take Groucho's quips in stride and often times even toss in rib-tickling ad libs of his own. And while on the subject, George is the recipient of the annual TELEVISION TODAY-FAME award as "Best Announcer in TV" for the past four years. . . . Producer Hank Leeds has moved his office to the Penthouse of the Hotel Woodstock on Times Square. . . . Eli Harris, formerly with Screen Gems, has joined Television Programs of America as director of advertising. Jerry Franken, formerly with Lester Lewis Associates, is promotion and publicity director for TPA.

☆ ☆ ☆



Jon Arthur

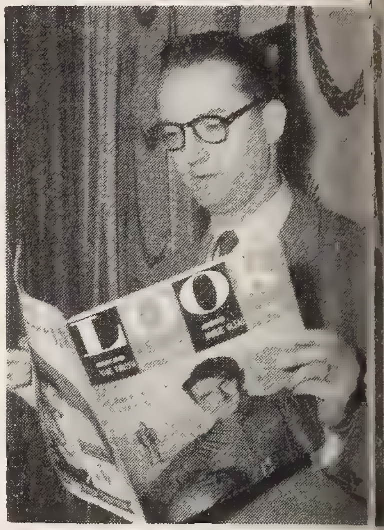
Big Jon Arthur's ABClever "No School Today" starts its seventh year next Saturday and Jon, who writes and produces the radio series, has portrayed about 200 Jon Arthur fictional characters including "Mayor Plumpfort," "Ukey Butcha," "Mrs. Kraussmeyer," "Capt. Squinty McGinty" and, of course, "Sparkie." We've often heaped praise on Arthur and have wondered out loud how come ABChieftains don't sign his "Big Jon & Sparkie" adventures for TV. . . . It was inevitable. We mean, of course, the sponsoring of Screencraft Pictures' "Judge Roy Bean" TVesterns, by Crow Packing Co. to plug its product, Judge Roy Bean Frankfurters. Some 26 of 39 telefilms have already been completed by executive producer Russell Hayden for Quintet Productions and out only since last Nov., are already TViewed in 40 markets. . . . Deejay Art Ford has his friends worried. Very ill. . . . On the Hit Parade for weeks, the Sammy Cahn-Jimmy Van Heusen ditty, "Love and Marriage" from "Our Town," in our opinion has a fine chance to cop "best song from a TV score" Emmy award. . . . Several film studios are interested in pre-production rights to Evan ("Blackboard Jungle") Hunter's new play, "I Saw Him Die," which Lee Pelzman will present on Broadway in the fall.

☆ ☆ ☆

Gillette will sponsor the final holes of the last round of the 15th annual Palm Beach golf tourney taking place June 10 (4:30-5:30 P.M.) at the Wykagyl Country Club in New Rochelle, TVia NBC, with all the proceeds going to charity. Last year charity received more than 60,000 dollars raised by this group.

National

Pre-Selling



Steve Allen, who plays B ny Goodman in "The Be Goodman Story," is in ested in the pictorial feat on the U.I. picture in "Loo

THERE are two parts to "Benny Goodman" article i Feb. 21 issue of "Look." The part reports on Benny Good home life with his wife and two dren, and his concerts and big tour engagements.

A "movie review" makes u second part. The reviewer says: King of Swing plays himself i musical numbers for the sound creating the swingyest movie e come out of Hollywood," and up by saying, "'The Benny Goo Story' should make cash reg jump like an old Goodman rec

●

The front cover of "Coll March 3 issue and three two spreads in the issue are devot Grace Kelly, star of "The S The spreads have been made ex ingly attractive by the use of b ful color photos made on the M production sets.

WALTER H

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IEWS:

e Man Who Never Was

Century-Fox—CinemaScope

N MONTAGU'S NOVEL has been brought to the screen as an intriguing, ughly convincing and exciting piece of entertainment. Nigel Bal- screenplay packs the proverbial wallop with suspense that never its pace. And director Ronald Neame has molded his characters skill. Clifton Webb is in top form as the British Naval officer whose ment is to deceive the Nazis into beliving that the Allied invasion rope will be through Greece. And the way he does it should keep udience tense.

cellent performances also are portrayed by Gloria Graham, Jose- Griffin, Robert Flemyng, Stephen Boyd and others. The story sed on a factual incident during World War II. And that factor s it all the more interesting. Smatterings of comedy relief, in- l by the wit of Webb despite his vital, history-making assignment, welcome respite from the heavy drama which unfolds with clock- precision. Patrons who are not overly fond of espionage stories have to make "The Man Who Never Was" an exception.

ebb's job of deception is this: Following the Allies' North African ry, the British seek to make the German high command believe Europe will be invaded from a different direction from what is ipated by the Nazis. A wild but ingenious scheme is created. A e, dressed in the uniform of a British officer, is to be launched a submarine off the Spanish coast. Fake documents are to be ed on the body, written to give the impression that the Allies an invasion through Greece. It is expected that the body will be l by German agents when it is washed ashore and that the Ger- will believe the deceased was an officer whose plane had been down at sea.

orking with the realization that the German Intelligence staff is be easily bluffed by fake documents, Webb works with extreme to make the scheme work without a hitch.

en comes the Germans' task of determining whether the found ments are genuine. An agent, Boyd, is dispatched to London and follows the exciting events of making the whole plot work. And es.

dre Hakim produced. The DeLuxe color and CinemaScope treat- add much to a picture which, because of its fascinating theme, d be effective in any medium.

hers in the cast are Andre Morell, Laurence Naismith, Geoffrey and Cyril Cusack.

nning time, 103 minutes. General classification. For February se.

AL STEEN

e River Changes *Warner Bros.*

N CRUMP, WHO directed and wrote the story for "Cease Fire!" semi-documentary film about the Korean War released in 1954, used a similar technique in "The River Changes" to tell the story small village "somewhere in Europe" which is suddenly taken by Communist forces. The seizure of the village is "legalized" freak of nature: The river running alongside it and forming a al boundary has been made to shift its course following a land- thereby placing the previously free territory behind the Iron ain. For a short period the villagers endure the abuses of the ians, but in the end they revolt and escape back across the river njoy freedom again.

though the village is not identified in the film, a narrator asserts the story "is a true one." In the interests of documentary detail np (who also produced) has cast the picture with unknown actors, of whom are also rather unskilled. The part of a girl who frater- with the Russians is played by Rossana Rory, an attractive blonde, her lover is enacted by Harald Maresch.

unning time, 91 minutes. General classification. Release date, ch 24.

R. G.

General Teleradio Sues Sierra Pictures

HOLLYWOOD, Feb. 14. – RKO Teleradio Pictures, Inc., has filed suit against Sierra Pictures, Inc., for recovery of $18,000 advanced to Producers Representatives, Inc., on Sept. 8, 1947, in connection with the distribution of "Joan of Arc."

The complaint says Sierra guaranteed the advance.

Lider Reelected

(*Continued from page* 1)

president; Melvin B. Safner, first vice-president; Edwin Fedeli, elected second vice-president; Henry Gaudet, secretary, and Julian Rifkin was reelected treasurer. Nathan Yamins was reelected national delegate and Lider was elected alternate delegate.

The directors elected were Norman C. Glassman, chairman; W. Leslie Bendslev, Ned Eisner, Ray Feeley, Leonard Goldberg, Arthur K. Howard, Frank LePage, Albert B. Lourie, Walter E. Mitchell, Daniel J. Murphy, Samuel Resnik, Theodore Rosenblatt, Andrew Tegu and Robert Viano. Carl Goldman was reappointed executive secretary of the organization.

David Romm, 84

PHILADELPHIA, Feb. 14.—David Romm, 84, father of Harry Romm, New York studio representative of Columbia Pictures, died here yesterday.

Coyne in D.C.

(*Continued from page* 1)

on Feb. 1 by a group of COMPO leaders seeking further reduction or elimination of the Federal tax. At that time COMPO promised to provide Humphrey with additional information later on the effect of the tax on different classes of theatres. This and other material went to the Treasury chief today, Coyne said.

He added that this material "still just hits the highlights," and that a more detailed presentation would be made in the near future to Humphrey's top assistant, Dan Thropp Smith.

Kingsley

(*Continued from page* 1)

acquisition by his organization and the special Columbia Pictures sales division which he heads, pointed out yesterday that French producers are confronted with two main problems.

They are, he said, "the rising costs of production due to a heavy utilization of color and CinemaScope" and "the lack of a U. S. market for French product despite the fact that they have better returns in other countries."

"The success of a foreign picture in this country primarily depends on the American audiences acceptibility of dubbed pictures," Kingsley said, adding that at present "there is little hope and no real need to supplement U. S. product with French films."

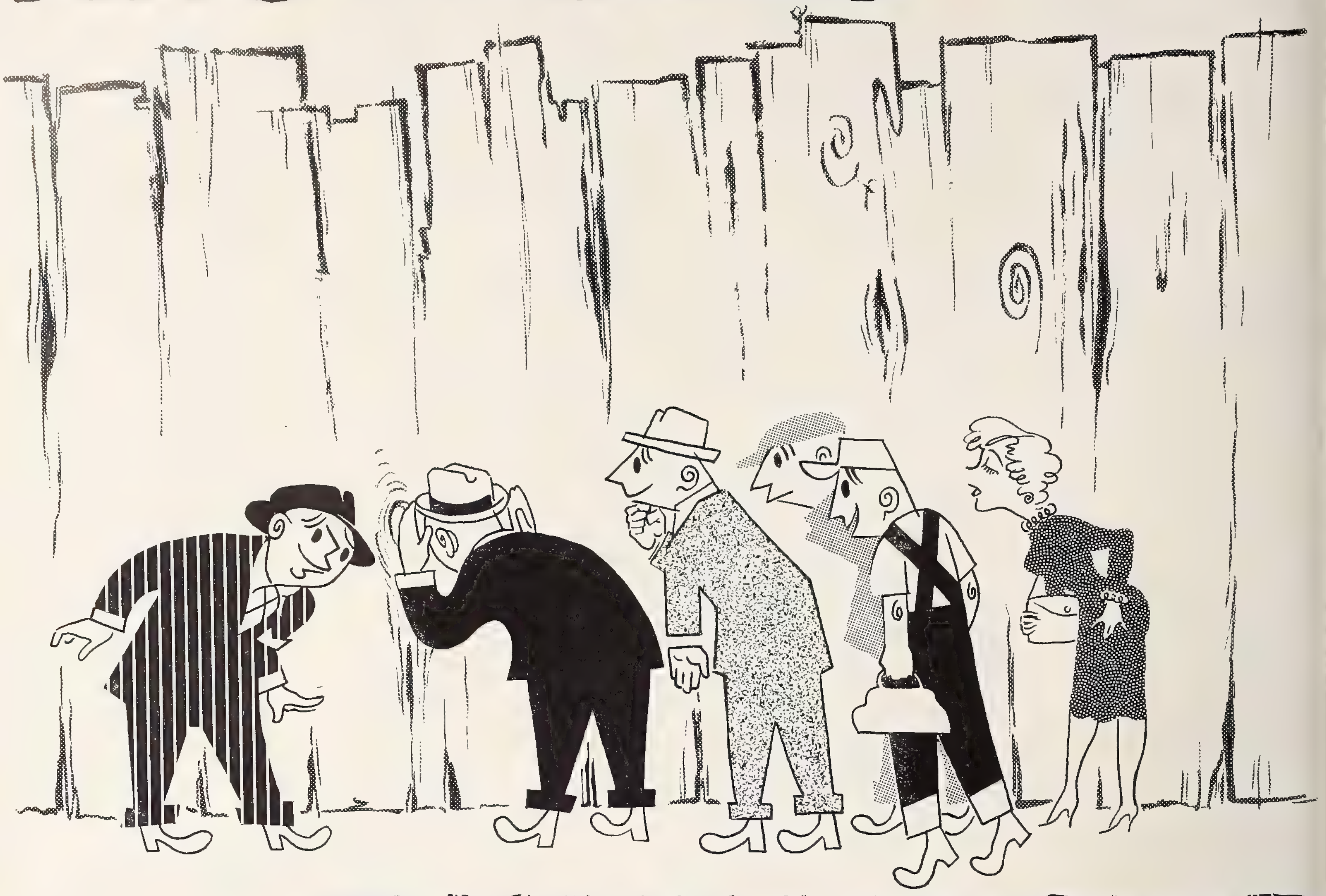
12,000,000 readers of
McCall's
will read about 20th Century-Fox's
great new musical
drama
RODGERS & HAMMERSTEIN'S
CAROUSEL

THE FIRST MOTION PICTURE IN THE NEW
CINEMASCOPE®
55
MORE THAN YOUR EYES HAVE EVER SEEN!

This great new motion picture entertainment will be spotlighted by a big full-color, full page advertisement in March McCALL'S . . . the magazine of Togetherness, that influences the entertainment decisions of millions of women and their families!

McCall's
DUCHESS OF WINDSOR

KNOTHOLES



...and SHOWMANSHIP

They both bring out that "WANT TO SEE"

It's the nature of the human animal to be intrigued by that glimpse of goings-on behind the fence . . . and lured by the sights you give from your shows. The more you show the more they'll go.

So, keep on showing and selling with all the tools, tricks and techniques of showmanship. You'll find 'em at your N.S.S. Exchange!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

All
ie News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 32 NEW YORK, U. S. A., THURSDAY, FEBRUARY 16, 1956 TEN CENTS

ɪour Sees

ːp. Foreign ɪsiness Up ɪ Least 50%

European Prospect ht for U.S. Pictures

By LESTER DINOFF

ublic Pictures International increase its bookings and busi- 1956 "by at least 50 per cent" its better product which will istributed during ear, ac- ing to ald Ar- ', execu- ice-presi- f Repub- ernation-

Reginald Armour

our, who here lay from Britain, that he to visit company office throughout the by June 30 to study operations. il remain here for two weeks

(*Continued on page 7*)

Executives to st for Parleys

group of 20th Century-Fox ves, headed by president P. Skouras, director of distri- Al Lichtman and vice-presi- Charles Einfeld will fly to ood tomorrow for studio con- s and to view rough cuts of orthcoming CinemaScope re- "The Man in the Gray Flannel

(*Continued on page 7*)

ousel' Premiere .A., Here Tonight

new CinemaScope 55 process arousel" will make their debuts in New York and Los Angeles audiences of stage, screen, l and world figures.

ing Gordon MacRae, Shirley Barbara Ruick and Cameron ll, the 20th Century-Fox pro-

(*Continued on page 7*)

At Waldorf Here, May 9-12

Variety Clubs Int'l Outlines Agenda For 4-Day 20th Annual Convention

A busy four-day schedule for the Variety Clubs International 20th annual convention slated to be held here on May 9-12, at the Waldorf Astoria Hotel, was outlined at a luncheon meeting yesterday at New York's Variety Tent No. 35, the host tent, by Marty Levine, chairman of the convention committee.

The schedule of convention events includes daily sessions, to be topped by the Humanitarian Award dinner and a midnight party on the concluding day of the session. In addition, there will be special events for the ladies, plus sponsored tours and a masquerade "Mardi Gras" party on the evening of May 11.

Levine, at the luncheon at Toots Shor's, attended by some 200 members and guests, urged full participation at the convention. He said that

(*Continued on page 7*)

Exhibitors Protest 'Oscar' TV Show

Exhibitors are reported to be "up in arms" over the scheduled telecasting of the "Oscar" nominations over the NBC TV network on Saturday night. The general opinion is that the telecast will keep patrons at home, thereby cutting into the theatres' potential weekend grosses.

It was pointed out by one circuit operator here that the networks heavily plugged their Lincoln Birthday programs with the result that last weekend's neighborhood business was below par.

"This Academy Award broadcast will kill us," he said.

Allied May Object To Business Booster

The Allied States Association board of directors will consider the M-G-M Quaker Oats tie-up on "Forever Darling" and "Forbidden Planet" at their meeting in Cleveland next week in consequence of subsequent run complaints that while the promotion

(*Continued on page 7*)

Skouras Again Heads Industry R.C. Drive

Spyros P. Skouras, president of 20th Century-Fox, has been named chairman of the Greater New York motion picture committee for the 1956 Red Cross campaign for members and funds. It will be his seventh term.

Skouras will head the solicitation of individuals, firms and corporations in all branches of the motion picture industry for Red Cross support, it was announced by H. S. M. Burns, president of Shell Oil Co., who is serving

(*Continued on page 7*)

Skiatron's James Landis Charges NYC Council Ignored Toll TV Basic Facts

A charge that the New York City Council resolution passed Tuesday stating its opposition to toll-TV "misstates the issue" was hurled at City Council president Abe Stark yesterday by James M. Landis, special counsel for Skiatron, who claims the action was taken only after one side of the argument had been presented.

Landis, the subject of Stark's comment at the Council session that the city "drag its feet" on the issue, said the Council "completely ignored" the basic fact of toll-TV which would offer to the public outstanding programs presently not available on regular channels.

Stating that the three companies involved have never mentioned that programs now being received "free" by the public should be paid for, Landis said toll-TV would simply involve the use of channels not in use at the present time, such as those three available for this purpose in New York.

"Toll-TV seeks to utilize these unused channels to offer to the public programs not presently available," he concluded, and hence "holds no threat to the so-called freedom of the air."

State Position

Loew's Group Will Support Management

Sees 'Understanding' To Strengthen Board

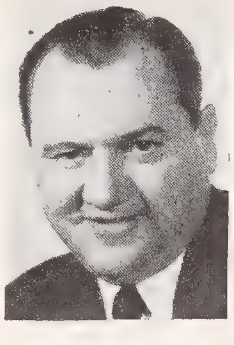
The Loew's stockholders group, identified with Howard Stein of the Wall Street brokerage firm of Dreyfus & Co., yesterday threw its full support behind the present Loew's, Inc., management, announcing that there would be no proxy contest and that the group would vote with management at the Feb. 23 annual stockholders meeting.

Stein, acting as spokesman for the group, said that "it is our understanding that the Loew's board will be

(*Continued on page 6*)

UA Will Hold 2-Day Sales Meeting Here

United Artists will launch a two-day sales conference at the home office on Feb. 24, bringing together all district managers from the United States and Canadian territories, it was announced by William J. Heineman, vice-president in charge of distribution, who will preside.


W. J. Heineman

The distribution planning sessions mark the first meeting of district heads with James R. Velde since his

(*Continued on page 6*)

Screen Gems Starts Profit Sharing Plan

All sales representatives of Screen Gems, Inc., the television subsidiary of Columbia Pictures, will share in the company's profits at the end of the year, according to Robert H. Salk, Screen Gems director of sales.

The Screen Gems sales staff in the

(*Continued on page 6*)

PERSONAL MENTION

NED E. DEPINET left here yesterday for a visit of several weeks at Phoenix, Ariz.

•

Bernard Goodwin, president, and Arthur Israel, Jr., secretary of Du Mont Broadcasting Corp., will be in Washington on Saturday from New York.

•

Guylio Ascarelli, publicity director in Continental Europe and the Middle East for 20th Century-Fox International, will arrive in New York today from Paris.

•

Irving M. Sochin, Universal Pictures short subjects sales manager, will leave here tomorrow for Chicago and other cities of the Midwest.

•

Lawrence H. Lipskin, Columbia Pictures International public relations director, will leave here tomorrow for Mexico City.

•

Claramae Turner, operatic soprano featured in "Carousel," will leave for Chicago tomorrow from New York.

•

Hilary Watson, theatre sales representative for B.O.A.C. in London, has arrived in New York from England.

•

Norman Elson, president of Guild Enterprises, will leave here by plane on Saturday for Europe.

•

Richard F. Walsh, president of the IATSE, will return to New York today from Miami.

•

Harris Dudelson, Mid-Western district manager for Buena Vista, has arrived in New York from Chicago.

•

Sam Zagon, attorney for Stanley Kramer, will leave New York today for Spain.

•

True Boardman, writer-director, has arrived in New York from the Coast.

•

Leon Webbe, of the Bob Schwartz Theatres, Waterbury, Conn., has returned there from Idaho.

'Doctor at Sea' Bow

The Heart Fund and the Trans-Lux Theatres here jointly announced holding of a special Leap Year Heart Fund premiere of the new J. Arthur Rank comedy "Doctor at Sea," on Tuesday evening, Feb. 28 at the Trans-Lux 52nd Street Theatre.

EDITORIAL

Brotherhood Week, February 19–26

By Sherwin Kane

THE annual observance of Brotherhood Week will begin Sunday, continuing through Feb. 25.

The motion picture industry from year to year evidences increasing interest in helping to make the public observance of Brotherhood Week a national success. Each year more theatres aid in enrolling new members in the National Council of Christians and Jews, the sponsoring organization for Brotherhood Week, and each year the sums collected for the Council's efforts to eliminate prejudice and to strengthen religious and racial harmony in America show an increase over collections in the previous year's campaign.

There is every reason to believe that this year will be no exception. Under the co-chairmanship of William J. Heineman and Spyros S. Skouras, and with the effective and varied campaign accessories prepared under the direction of Al Tamarin, in charge of publicity for the drive, the tools for an excellent job by participating theatres are readily available.

•

Thousands of theatres in all parts of the country have found that identification with the Brotherhood campaign has elevated and strengthened their standing in the community.

They have also the satisfaction of knowing that by aiding in the National Council's drive for the extension of brotherhood among Americans they are contributing importantly to the building of a stronger and better America, free of the weakening and divisive poisons of prejudice.

World's Biggest Ad Sign Ready Friday

Si Seadler, M-G-M advertising manager, will be host to a group of press representatives in his third floor office in the Loew's State Building tomorrow noon as the new, block-long sign announcing M-G-M's "Meet Me in Las Vegas" engagement at the Astor Theatre, is completed on the opposite side of the street.

Jann Holden will climb a scaffolding to put the final touches on what is said to be the world's biggest advertising sign, extending from 45th to 46th Street above Broadway.

Sales Toppers Confer On Compo, Army Bases

The activities of the Council of Motion Picture Organizations and problems relating to the exhibition of motion pictures at Army and Navy base theatres were among the topics reportedly discussed at yesterday's meeting of the sales managers committee of the Motion Picture Association of America.

It could not be learned whether the committee discussed a successor to Al Lichtman, who is due to retire as distribution director of 20th Century-Fox next month, on the governing triumvirate of COMPO. Richard Altschuler, chairman of the sales managers committee, could not be reached for comment.

AA and Hakims to Make 'Hunchback'

Allied Artists and Paris Films Productions, headed by producers Robert and Raymond Hakim, have concluded negotiations for the joint production and distribution of a film to star Gina Lollobrigida and Anthony Quinn and based on Victor Hugo's "The Hunchback of Notre Dame."

The film, according to Allied Artists vice-president Harold J. Mirisch, will be produced by the Hakims and directed by Jean Delannoy. It will be filmed in Paris, with shooting scheduled to begin in the late spring of this year.

RKO Sets Shooting Dates for 3 Films

HOLLYWOOD, Feb. 15.–Production of three features will begin within a period of two weeks, it was announced by William Dozier, RKO Radio Studio's vice-president in charge of production, following a two-week visit to New York.

Starting dates disclosed by Dozier include "Tension at Table Rock" on March 1, "Back from Eternity" on March 4 and "Beyond a Reasonable Doubt" on March 14. At the same time camera crews will continue the filming of "The First Traveling Saleslady."

Form Seltzer Films, Set Program Later

HOLLYWOOD, Feb. 15.–Frank and Walter Seltzer have announced the formation of Seltzer Films with a program of pictures to be released at a later date.

At the same time Walter Seltzer postponed his announced partnership in the publicity firm of Blowitz-Maskel which will continue in their present offices at Hollywood.

. . . NEW ROUNDU

Hits Memphis Censors

William Goodman, Memphis ney for Columbia Pictures i threatened suit that made the board withdraw its ban on "B Prison," suggested to the Better Council that they pass a res asking Mayor Orgill and th commissioners "to do away censorship as it has been pr in Memphis. "To my mind, the board is dead," Goodman sai just hasn't been buried." The c however, adjourned immediatel Goodman's talk without acting suggestion. It was indicated th council might take some actio later meeting.

■

Benefit Bow for 'Ladyki

Union Settlement, a 61-ye non-sectarian, inter-racial insti will sponsor the gala America miere of the new Alec Guinness nicolor comedy, "The Ladyk on Monday at the Sutton T here. Proceeds of the openin aid the East Harlem Settle program of providing clubs fo agers and adults, activities for children and day care for the c of working mothers.

■

TV Set Production Rec

Production of television re established a new record in the Radio-Electronics-Televisio ufacturers Association reported ing the past year, 7,756,521 ceivers were manufactured, sur the previous record of 1950 wh 463,800 sets were produced t consumer demand at the start Korean War.

■

Canadian Exports Drop

Canadian film exports d slightly in the first two mon 1955 to $3,380,000 in cont $3,428,000 for the same per 1954, the Canadian Governme nounces. In recent months the been an upward trend in suc ments.

Cronin, Publicist, D

BOSTON, Feb. 15.–Funera ices for Francis P. L. Cron well known theatrical and fil licist, were held today at seph's Church here. He h the publicity for the Kenmore tre, Bonds for Israel and theatrical personalities. He vived by his widow and a son

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywoo Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephon 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymon Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single cop

PEOPLE

ed Tew, formerly of the editorial tment of the Detroit "Free ," has joined the public relations of the Chrysler Corp.

□

lliam Gehring, 20th-Fox general manager in Cleveland, will be r of ceremonies for the **M. B.** itz 70th birthday testimonial uet on Monday at the Statler l there.

□

. and **Mrs. Nathan Schrieber,** it, will celebrate their golden ling anniversary on Monday. eber operates the Colonial and er Park Theatres and has long an active participant in the civic s of his city. Immediately folg their anniversary celebration, couple will leave for a Miami ion.

□

nes Nash, former assistant man- at the Capitol Theatre, New , has been promoted to acting ger of Loew's Willard Theatre, oodhaven, effective immediately.

□

wton B. Green and **William T.** h, officers of the recently estab- l Apparatus and Optical Division he Eastman Kodak Company, been elected vice-presidents of irm.

yor Cuts Over-Size eatre Pass List

OCKTON, Mass., Feb. 15.– tre passes, long a headache to itors in this city, have been cut absolute minimum by Mayor son at the request of a group rcuits, including E. M. Lowe tres, New England Theatres, Rifkin Theatres and Interstate tres Corp. The passing out of weekly tickets to a political g had become so out of hand more than 2,000 passes have issued since 1952, with many ns receiving them who were not ed to them, the theatre groups the mayor. Councilor Wilfred sier, in commenting on the r's action to cut off the long list ing it down to only the city cilors, said that the passing out he ducats was considered a et" and that it cost the theatres of money. "They have been d out purely as a political sse since 1952," he said.

w Col. Hub Exchange

STON, Feb. 15.–Columbia Pic- will have a new Boston home in ember. The transfer of five par- of property on Church Street and hester Street constitutes what is to be the largest real estate trans- n ever to occur on Film Row.

For Fuel and Accessories

N.J. Allied May Organize Group Purchasing Project

Allied Theatre Owners of New Jersey, following a compilation of its theatre operations questionnaire which members currently are filling out, may organize a group purchasing plan for buying fuel, bulbs, and other theatre necessities, according to ATONJ president Sydney Stern.

Stern, who yesterday announced that the unit will hold a membership meeting here on Feb. 28 to hear a report on the Allied States board of directors meeting in Cleveland next week, said that the compilation of the ATONJ survey should be ready sometime next month.

He said that ATONJ will be represented at the Feb. 19-20 Allied directors meeting by Wilbur Snaper, Irving Dollinger and himself.

Will Scan Sales to TV

Stern also said that at today's board meeting, a study of the sales to television of film libraries will be launched.

Commenting further on the ATONJ questionnaire, the New Jersey circuit head said that a group purchasing plan could result in huge savings for theatre owners. He said that while some circuits have been receiving discounts when buying heavy fuel and other theatre necessities, a bulk-buy by one group could result in further savings and would also eliminate many bookkeeping duties.

The ATONJ questionnaire is broken down into various departments dealing with marquees, lobby, foyer, auditorium, screens, trade papers, television and screen advertising.

23 Pictures Now In Work at Studios

HOLLYWOOD, Feb. 15. – Only one new picture started this week and production was completed on three others, for a total of 23 pictures now in work.

Started: "The Black Sheep," Bel-Air Productions for United Artists.

Completed: "Cattle King," CinemaScope, Eastman color, Allied Artists; "Death of a Scoundrel," Charles Martin Production; "Hilda Crane," CinemaScope, De Luxe color, and "The Sixth of June," 20th Century-Fox.

Ned Hullinger Dies

Ned Hullinger, 43, regional manager of the ABC-TV station relations department, died of a heart attack Tuesday evening. Hullinger had served in that position since February, 1953. Prior to that, he was manager of station relations for ABC's Western division in Los Angeles.

John Schwalm Passes

HAMILTON, Ohio, Feb. 15.–John A. Schwalm, a pioneer in the Ohio exhibition field, died here. He was the father of Charles F. Schwalm, city manager of the city.

Plaintiff Rests in Suit Of ELC vs. Circuits

The plaintiff, Chesapeake Industries, rested its case yesterday in its suit against the Loew's and RKO circuits, charging that the defendants' theatres did not give Eagle-Lion-Classics a fair share of the New York market. A move by RKO and Loew's to dismiss was denied.

First witness for the defense was Robert Miller, a former accountant for the RKO circuit. Sol Schwartz, RKO president, will be on the stand today.

St. Lawrence-Schine Trial Starts Monday

ALBANY, N. Y., Feb. 15.–The $1,500,000 anti-trust suit brought by St. Lawrence Investors, Inc., operators of a theatre in Canton, N. Y., against three Schine corporations, the two Schine brothers and eight major distributors, will go before the U. S. District Court in Utica on Monday.

The trial, which will be presided over by Judge Stephen W. Brennan, concerns the Strand and Pontiac theatres at Ogdensburg. St. Lawrence Investors, Inc., which introduced the original suit five years ago, operates the Alec Papayanakos American Theatre at neighboring Canton. Last December they introduced a supplemental action for $600,000 covering the period from October, 1950, to January, 1956, because of a new law fixing the statute of limitations in federal cases at four years. The law went into effect last Jan. 7.

New York attorneys are appearing for the distributors while Leonard L. Rosenthal of Albany and Thomas V. Kenney of Troy are representing St. Lawrence Investors, Inc. A Buffalo law firm is appearing in behalf of the Schine group.

Coe and Doob in TV Project in Florida

PALM BEACH, Fla., Feb. 15. – Charles Francis Coe, former vice-president and general counsel of the Motion Picture Producers and Distributors of America, has been signed by television producer Theodore Granik to appear as narrator on a weekly network series titled "The Living Story." Coe will be associated in the TV project with Oscar A. Doob, former M-G-M executive, who has retired and is living here.

The program will be filmed in Palm Beach.

For His 55 Years

VMPTA Cites Frank O'Brien, Fabian Official

Special to THE DAILY

RICHMOND, Va., Feb . 15.–A gold lifetime pass to Virginia theatres was presented to A. Frank O'Brien, recently retired Richmond general manager for the Fabian Circuit, by Morton G. Thalhimer as a tribute for 55 years in show business from the Virginia Motion Picture Theatre Association, at a luncheon preceding the winter business meeting at the John Marshall Hotel here.

O'Brien also received a scroll as the first lifetime member of the VMPTA and one of its founders on July 24, 1934. Other founders present at the luncheon were Elmer Brient, Sam Bendhiem, Jr., Jeff Hofheimer, Syd Gates and Thalhimer.

Followed Special Screening

More than 60 exhibitors, including VMPTA past presidents Sidney Bowden and Leonard Gordon, attended the luncheon and business meeting that had been arranged to follow a special screening of the 20th Century-Fox CinemaScope 55 at the Byrd Theatre. During the business meeting the members voted to work on the COMPO tax campaign. Col. Robert T. Barton, Jr., general counsel, led a discussion on pending legislative bills before the Virginia General Assembly which is now in session. The association president, Seymour Hoffman, presided.

A report on the plans for the Washington exchange area motion picture theatre convention to be held at the Shoreham Hotel in Washington on April 17, 18 and 19, was given by Wade Pearson, Arlington general manager of Neighborhood Theatres and general chairman of the combined convention for the exchange area.

Two Dozen Chairmen Named

Other convention chairmen are Morton Gerber, co-ordinator; Jack Fruchtman and Vincent Iorio, banquet; Julian Brylawski, distinguished guests; Bernard Lust and Clark Davis, drawings; Robert Johnson, drive-ins; Joel Margolis, entertainment; Jake Flax, exchanges; Joe Bernheimer and George Crouch, exhibits; William Dalke, Jr., and Lloyd Wineland, Sr., finance; Mrs. John Broumas, ladies; Marvin Goldman and Harry Roth, president's reception; Frank LaFalse and Jack Foxe, publicity; Jerome Baker and Henry Hiser, recreation; Harry Bachman and John Broumas, registration; Tom Baldridge and Orville Crouch, talent.

Loew's Dividend

Directors of Loew's, Inc., yesterday declared a dividend on the common stock of 25 cents per share, payable on March 31 to stockholders of record on March 9.

WORLD BEA

ER!

All around the globe from New York to New Zealand and from Buffalo to Bombay, Warner Bros. is making box-office history with

Helen of Troy

STARRING
ROSSANA PODESTA AS HELEN
JACK SERNAS AS PARIS
CINEMASCOPE AND WARNERCOLOR
ALSO STARRING SIR CEDRIC HARDWICKE STANLEY BAKER · NIALL MacGINNIS
NORA SWINBURNE · ROBERT DOUGLAS · TORIN THATCHER MUSIC BY MAX STEINER
SCREEN PLAY BY JOHN TWIST AND HUGH GRAY DIRECTED BY ROBERT WISE

National Pre-Selling

A VERY interesting profile of Shelley Winters, star of RKO's "Cash on Delivery," appears in the Feb. 12 issue of "American Weekly." A full color photo of Miss Winters appears on the lead page.

•

"Life" reports in the Feb. 13 issue that "to make sure that the movie story of his life sounded right, Benny Goodman stuck close to the set when 'The Benny Goodman Story' was being made. He was even on hand to see that the band was on beat while its performances were filmed. Helping Goodman were his famous bandsmen—Harry James, Ziggy Elman, Teddy Wilson, Lionel Hampton and Gene Krupa."

•

An entertaining personality story on Susan Hayward, star of "The Conqueror," appears in the February issue of "Redbook." This story gives the long-awaited RKO feature a good send-off for its opening engagements in key cities.

•

"Miracle in the Rain" has been selected as the picture of the month for March by "Seventeen." It stars Van Johnson and Jane Wyman. Many scenes were made on location in New York at St. Patrick's Cathedral and in Central Park.

WALTER HAAS

Loew's Group

(*Continued from page* 1)

strengthened." He declined to elaborate, but it was clearly indicated that the group expected one or more directors to be added to the board, representing Wall Street brokerage houses.

The statement was issued to mark the completion of the group's talks with Loew's president Arthur M. Loew, Stein explained. The group claimed to represent approximately 500,000 shares in Loew's.

'Constructive Direction' Noted

Stein, referring to the series of conferences his group has held with Loew, expressed his conviction that Loew is moving in a constructive direction and will do as much as possible to improve the earnings of the company.

Loew's officials could not be reached for comment.

Screen Gems

(*Continued from page* 1)

U. S. and Canada has been increased nearly 400 per cent in the past 12 months, he said.

Salk, commenting on the first international sales convention of the company, said that "it was a tremendous success." He said that the Screen Gems sales representatives will share in the company's profit on a basic bonus program.

REVIEWS:

The Come-On

Allied Artists—Superscope

HOLLYWOOD, FEB. 15

MARQUEE NAMES as marketable as Anne Baxter, Sterling Hayden and Superscope promise far more and better than this production delivers. Under these names and a title that has limitations as to meaning but some degree of provocative interest for just that reason, the half-dozen creative gentlemen responsible for the property have put together scenes, dialogue and action that contradict their collective skills and talents proved long since by other works.

Without the three names that give the attraction its billing strength, the picture could be written off quietly as a regretable but small disaster. But a billing strength likely to bring in large numbers of paying customers is a major sacrifice when coupled, as here, with a piece of merchandise that sells it short.

The title applies to Miss Baxter, portraying a money-minded partner in a floating badger game, and the script by Warren Douglas and Whitman Chambers (from the latter's novel) has a hard time trying to make up its mind whether to make her vixen or victim, finally killing her off, after she's committed a couple of murders, without coming to a clear decision. The script is a little more decisive about Hayden, portraying an implausible but presumptively honest fishing man who falls for Miss Baxter on sight in the opening scene and sticks with her, without doing much toward talking her out of her criminal ways, until she gets shot down by her second murder victim in his death throes.

John Hoyt plays the badger game operator with a sincerity that is no match for the dialogue lines assigned him, and Jesse White plays a secondary heavy in a way that gives the film its only moments of similarity to reality.

Direction by Russell Birdwell starts the picture off at a walk and slows it down steadily from there on to a creeping finish. His handling of his players and cinematographer Ernest Haller's camera suggest he may have started out to utilize the all-revealing method that TV calls "cameo technique" and, finding it hard to control in Superscope dimensions, to have taken refuge in melodramatic conveniences that even TV hasn't had much use for in recent times.

The producer is Lindsley Parsons, whose associate producer is John H. Burrows, and the picture bears no resemblance whatever to their past product.

Running time, 83 minutes. Adult classification. Release, not set.

WILLIAM R. WEAVER

Slightly Scarlet

Bogeaus—RKO—Superscope

FILMED IN SUPERSCOPE and color by Technicolor, "Slightly Scarlet" offers good marquee values with John Payne, Arlene Dahl, and Rhonda Fleming sharing top billing. The story of the struggle of racketeers to gain and use civic power for personal ends is leisurely paced, but marked by periodic action, and should provide a fair quota of excitement for the average audience.

The Benedict Bogeaus production is based on James M. Cain's novel, "Love's Lovely Counterfeit." Cain's success with film portrayals of his novels ("Double Indemnity," "Mildred Pierce" and others) offers a plus value for exhibitors looking for exploitation angles.

Payne, top lieutenant to syndicate boss Ted De Corsia, cleverly steps into his employer's shoes by secretly aiding a reform candidate to gain the mayoralty. After the election, with civic pressure facing De Corsia's departure, Payne assumes crime operations while making romantic overtures to the mayor's secretary, Miss Fleming. After a series of underhanded dealings with both the law and the underworld, Payne comes face to face with his predecessor and in an effort to protect Miss Fleming and her sister, Miss Dahl, he is shot critically. Police arrive to apprehend his assailant.

Allan Dwan's direction is competent, though the screenplay, written by Robert Blees, bogs down at times with extraneous conflicts. Supporting characters in the cast handle the familiar type of roles with the necessary skill.

Running time, 99 minutes. General classification. Release, not set.

$340,000 Yearly for RKO Court Expense

From THE DAILY Bureau

WASHINGTON, Feb. 15. – Av expenses of $340,000 per ye the past six years for handling trust suits was reported by Radio Pictures in a statement with the Securities and Exc Commission by General Tire Rubber Co., the parent comp

The statement disclosed that eral Tire and Rubber Co. has re concluded a $25,000,000 loan Metropolitan Life Insurance C

G. T. paid Howard Hughes 000,000 for RKO Radio.

UA Meeting

(*Continued from page* 1)

appointment as general sales ager. The conference also mar first full-scale gathering of UA sales leaders in New York in tw a half years.

A highlight of the conclave the formulation of plans for th cial distribution of Robert R "Alexander the Great," Cinem production.

President Arthur B. Krim, cha of the board Robert S. Benjamin president Max E. Youngstein Roger H. Lewis, national direc advertising-publicity, will parti in the conferences.

Field Executives to Atten

Field personnel attending inc John Turner, Eastern district ager; Sidney Cooper, Central manager; George Pabst, So district manager; F. J. Lee, M district manager; Ralph Clark, Coast district manager; Char Chaplin, Canadian district ma Joseph Sugar, New York branch ager; Harry Goldman, Chicago manager, and Milton E. Cohen, ern division manager.

Among home office executive ing part in the meetings w Joseph Ende, controller; Hughes, Eastern and Southern tract manager; Arthur Reiman, ern contract manager, and Chapman, supervisor of operations.

Wolfson Firm Loss Bid for TV Statio

WASHINGTON, Feb. 15.–A pany in which exhibitor M Wolfson has a small interes lost in court its fight for a television station.

The Court of Appeals here mously upheld a Federal Com cations Commission decision ing the Tampa channel to Television Co. and denying th plications of the Tampa "Times of Orange Broadcasting Co. W has a five per cent interest in O The court held the FCC had well within its discretion in the award to Tampa Televisio

riety Int'l

Continued from page 1)

e of individual tickets to sepanvention events will be govby the number in attendance, that "if we get 1,400 to 1,500 we will not be able to sell ual tickets."

ne also urged support of 's yearbook, pointing out that enues derived from the journal ually allocated between the orion's heart fund and welfare

Special Film Planned

orson, executive director of the 'ariety Fund to Prevent Epireported on the work of his tee, telling the group that g on the special subject on y, called "The Dark Way," rt this month, according to ass he received from 20th Cenx president Spyros P. Skouras. informed the group that the lbert Einstein Medical College stall a plaque in one of its gs, commemorating Variety's the founding of the hospital. on also announced that the lociety tent has engaged Osmand el, noted civil liberties attorchallenge restrictive legislaainst epileptics. One such New State law being examined by el was said to involve the proof a driver's license to anyone ice had an epileptic seizure.

arold Klein in the Chair

meeting was opened by the tent's chief barker Harold who introduced nine new memthe gathering. They were: lerhand, Saul Gotlieb, Herman Joe Wohl, Bernard Jacon, Mishkin, Arnold Jacobs, Horner and Manny Younger-

Morris, chairman of the lunchmmittee, acted as master of nies. Bernard Kranze, retireral sales manager for United who will join Stanley Warner -president of Stanley Warner na Corp., was called to the say a few words. He intro- UA's newly-appointed general anager James R. Velde.

brochure on the annual Variety International convention stated gistration fees for attendance $45 for barkers and $35 for The host tent has made arents for accommodations at mont Plaza, Shelton, Biltmore nbassador, in addition to the f-Astoria.

Cruise Scheduled

sessions will open with regison May 9, to be followed by a tion session, luncheon, another tion session, and in the evening the Town Nite." A similar n is scheduled for the followdays to be topped by a cruise Manhattan Island, sponsored ca-Cola, on the evening of 0, and a "Mardi Gras," sponby Pepsi-Cola the following g.

REVIEW:

The Angel Who Pawned Her Harp

Associated Artists—Dominant Pictures

THIS IS a charming, gently humorous little British picture that never makes the mistake of getting heavy handed, as director Alan Bromley has tempered all of the ingredients with a deft touch. The film is highly suitable for "art house" trade which should find it a welcome relief from the serious fare now predominating in that market.

An ethereal atmosphere prevails throughout. An angel, Diane Cilento, comes to earth to further the gospel of love, in this case upon Phillip Guard, a young clerk, who courts Sheila Sweet. The harp comes to the fore when Miss Cilento pawns it for earthly living expenses, a practical notion that expands itself into her assisting Guard's widowed mother in attaining happiness and also to the parents of Miss Sweet who have suddenly taken for granted their marital bliss.

The heavenly theme of introducing happiness to persons lost in themselves spreads to two gentleman crooks, a bookmaker and an Irish drinking companion who regain the lost virtue as the angel returns, without harp, to paradise.

Running time, 73 minutes. General classification. For release in February.

Fox Executives

(*Continued from page* 1)

Suit," "The Revolt of Mamie Stover" and "The Sixth of June."

Other home office sales and promotional executives to attend the West Coast parleys are W. C. Gehring, executive assistant general sales manager; Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager; Edward E. Sullivan, publicity director; Leslie F. Whelan, director of advertising and publicity of 20th Century-Fox International; Ira Tulipan, publicity manager, and Charles Levy, national magazine publicity contact.

Discussions will cover the over-all merchandising and promotion of "The Man in the Gray Flannel Suit," a Darryl F. Zanuck personal production.

The executives will return to New York early next week.

Skouras Heads

(*Continued from page* 1)

as general chairman for the campaign in Greater New York.

Skouras is planning a luncheon of executives of the industry, including theatres and circuits, producers and distributors, and equipment and service firms to enlist their aid in obtaining contributions toward the work of Red Cross.

Johnston Will Meet With MPAA-MPEA

A meeting of the board of the Motion Picture Association of America will be held today to hear MPAA president Eric Johnston tell of his impending trip abroad. Johnston is due to leave for the Coast on Monday on the first leg of his global trip.

Tomorrow, a similar meeting between Johnston and the board of directors of the Motion Picture Export Association is planned. Following the meeting, Johnston is due to leave for Washington.

Allied May Object

(*Continued from page* 1)

was made in conjunction with a number of large circuits, all theatres wishing to play the picture will be required to honor the discount coupons which will be contained in the Quaker Oats packages.

Mike Simons, M-G-M's director of customer relations, yesterday said the company polled exhibitors last July and was assured that the tie-up "was a business booster." Simons said that "virtually every U. S. circuit is in accord with the plan in which children under 12, presenting a Quaker Oats ticket, would be admitted free to the theatre when accompanied by one paid adult admission."

Two Films Being Sold

Simons pointed out that the company is selling the two pictures to all exhibitors and that each ticket plainly states that some theatres might not honor the tickets.

Robert A. Wile, executive secretary of Independent Theatre Owners of Ohio, states in the ITOO bulletin, that the principal objection "seems to be that the film company is usurping yet another right from the theatre. The exhibitor who, for good reasons of his own, may not wish to go along, is practically compelled to do so, even if not pressured by the film company, because he is put on the spot with the public."

'Carousel'

(*Continued from page* 1)

duction will have premieres at the Roxy Theatre in New York and the Chinese Theatre in Hollywood. An estimated 240,000 exhibitors and newsmen have viewed excerpts from the film at demonstrations in recent weeks, designed to introduce within the industry the technical progress of CinemaScope 55 over the original system.

Proceeds from the New York debut will be donated to the New York Medical College.

TV Receiver Sales Set Record in '55

From THE DAILY Bureau

Television Today..

WASHINGTON, Feb. 15.—Retail sales of television receivers established a new record in 1955, the Radio-Electronics-Television Manufacturers Association reported. During the past year, 7,421,084 TV receivers moved through retail outlets compared with 7,317,034 sets sold a year earlier, the previous record year.

December sales totaled 933,467, RETMA reported, compared with 591,366 in November and 1,093,702 TV receivers sold at retail in December 1954.

Republic

(*Continued from page* 1)

before departing for Rio de Janeiro.

"Our better product will enable Republic International to substantially increase its bookings and business this year over those of 1955," the film executive declared, adding that film business in general throughout Europe is now "very good" for all U. S. companies. However, he said, the industry in Great Britain has been hit somewhat by commercial television.

"Despite British reports that TV is not hurting business, I am of the opinion that TV has cut into our business by some 10 to 12 per cent," Armour said. He pointed out that the British industry will rebound from this decrease shortly.

TV Deal Widely Noted

Commenting on the sale of some 60 pre-1948 Republic pictures to the Italian television service, Armour said that this deal, which was finalized some six weeks ago and reported in the Italian press, has been following him "all over."

"This two-year TV deal, consummated by our Hollywood Television Service subsidiary, has been approved by Italian exhibitors," he said. Each of the 60 films, which have no commercial theatre value, will have two runs over the Italian governmental TV service, in 1956 and 1957, he said, adding that TV screen time is very limited in Italy as the only stations in operation now are in Rome and Milan. Armour said that Italy is building two 'booster' TV outlets, in Naples and Genoa, which will afford more time to telecasting, which is now limited on the two operating TV stations to two to four hours daily.

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WAS THE
SIXTH MAN
THE SECRET
TO THE FIVE
EMPTY GRAVES?

Universal-International presents

RICHARD WIDMARK
DONNA REED

BACKLASH

SUSPENSE THAT CUTS LIKE A WHIP!

TECHNICOLOR

co-starring **WILLIAM CAMPBELL · JOHN McINTIRE**
with BARTON MacLANE • EDWARD C. PLATT • HARRY MORGAN
Directed by JOHN STURGES • Screenplay by BORDEN CHASE • Produced by AARON ROSENBERG

ON THE WAY... "Away All Boats" The battle cry of the South Pacific

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 33 NEW YORK, U. S. A., FRIDAY, FEBRUARY 17, 1956 TEN CENTS

$1,000,000

KO Theatres 5 Net Rises $1,976,169

ome Via Operations Increased Last Year

income of RKO Theatres for the year ended Dec. 31, was $1,976,169, compared with 20 for the 1954 calendar year, announced here yesterday by y G. Layman, vice-president easurer. The comparative nets after the deduction of special which, in 1954, showed a pro- for income taxes of prior years ontingent liabilities of $1,000,- No such provisions were in- in the 1955 report.

net earnings last year, before ing special items, amounted to ,900, compared with $1,704,- 1954. The special items con- of gains and losses from the

(*Continued on page 6*)

w Nominees LoewBoard

E. Manheim, a general partner man Brothers, and Charles J. t, a general partner of Lazard & Co., have been designated w's, Inc., management as nomi- or directors to be voted upon annual stockholders meeting to d on Feb. 23, it was announced esterday by president Arthur ew.

w's announcement came on the

(*Continued on page 6*)

McGee Offered n Buying Post

Special to THE DAILY

T LAKE CITY, Feb. 16.— Cohen, president of the Na- Association of Film Service Or- tions, newly formed film buying ooking unit, said before leaving or the organization's first na- convention in Cleveland this nd that Pat McGee, former

(*Continued on page 6*)

NT Gets Cinemiracle Okay; 16 Features in 5½ Years

Para. Starting Ten Pictures

From THE DAILY Bureau

HOLLYWOOD, Feb. 16.—Ten productions will start at the Paramount studios here between March 12 and July 1, the company has disclosed. Two of the films will go before the cameras in March, five during April and three in June. All will be in VistaVision and will be given top-budget promotion.

"Gunfight at OK Corral" will get

(*Continued on page 6*)

Court Rejects Austin Suit as 'Class Action'

Rugoff & Becker, owners of the Austin Theatre in Kew Gardens, N.Y., have been given 30 days to rewrite their complaint in a treble damage anti-trust action against 20 industry defendants by Federal Judge John F.

(*Continued on page 5*)

Justice Dept. Approval Calls for Various Restrictions; Still Must be Submitted by N.Y. District Court; Hearing Next Friday

By **J. A. OTTEN**

WASHINGTON, Feb. 16.—The Justice Department has agreed to permit National Theatres to produce up to 16 features in its new Cinemiracle process over a five-and-a-half-year period.

National's right to produce and distribute the films would be hedged around with all sorts of restrictions such as where the films could be shown or what other production arrangements could be made during this period. Moreover, at the end of the five and one-half year period, National's right to produce Cinemiracle films would terminate. It would then be required to license on a reasonable royalty basis to all producers who want to make Cinemiracle films and

(*Continued on page 4*)

Eisenhower's 'Yes' Or 'No' Will Affect Tax Drive: Coyne

From THE DAILY Bureau

WASHINGTON, Feb. 16. – The forthcoming decision by President Eisenhower on whether or not to run for reelection will have a major bearing on the industry's admission tax relief campaign, according to Robert W. Coyne, one of the three co-chairmen of the Council of Motion Picture Organizations.

Coyne, who has been here for the

(*Continued on page 5*)

REVIEW:

CAROUSEL

20th Century-Fox—CinemaScope 55

"CAROUSEL" IS AS HAPPY a choice for the introduction of 20th Century-Fox's new CinemaScope 55 process to the public as was "The Robe" for the original CinemaScope in 1953. For the Rodgers and Hammerstein musical, starring Gordon MacRae and Shirley Jones, is a class production for the masses. It would be great entertainment in any screen ratio and in black and white, but produced as it is with pride of craftsmanship and an open hand in the new and better CinemaScope 55, in color by DeLuxe, it is, indeed, as 20th Century-Fox's ads say, "More than your eyes have ever seen before." On the screen, of course.

CinemaScope 55 adds to the pleasure of viewing this tuneful, colorful, eye appealing production, not only by endowing the screen with an imposing, luxurious and realistic image, not only by filling the theatre with sound of wonderful fidelity and with sometimes startlingly realistic effect (at least, as stereophonically reproduced in New York's Roxy Theatre), but also by supplying the photographic definition and depth illusion to stir and heighten the sense of audience participation.

There is enough new, different and good about CinemaScope 55 to

(*Continued on page 5*)

'Carousel' in Gala Premiere

By **MURRAY HOROWITZ**

"Carousel," 20th Century-Fox's first production to be filmed in the new 55mm. CinemaScope process, had its world premiere at the Roxy Theatre here last night, when a group of notables from all walks of life saw for the first time the system which already has won the warm endorsement of the trade.

Spyros P. Skouras

The occasion was marked by a simultaneous showing last night in Los Angeles Grauman's Chinese Theatre.

The bow represented 20th-Fox's belief, as enunciated by president Spyros P. Skouras, that the motion picture

(*Continued on page 6*)

PERSONAL MENTION

ROBERT M. WEITMAN, newly-named vice-president of CBS-TV in charge of program development, has returned to New York from Florida to take up his new duties.

•

TOMMY THOMPSON, president of Motion Picture Theatre Owners and Operators of Georgia, is the father of a girl born to MRS. THOMPSON in Hawkinsville, Ga.

•

HARRY FELLERMAN, head of Universal-Pictures' special sales division, will leave New York on Sunday for Cincinnati and Atlanta.

•

E. S. GREGG, president of Westrex Corp., is in Hollywood from New York.

•

MIKE SIMONS, director of M-G-M customer relations, will leave here by plane on Sunday for Cleveland.

•

HAROLD HECHT, of Hecht-Lancaster, will return to New York today from England.

•

JESS GORKIN, editor of "Parade," will leave here by plane for the Coast on Tuesday.

•

HARRY H. GOLDSTEIN, of the Allied Artists home office publicity department, is in Detroit from New York.

•

PANDRO S. BERMAN, producer who returned to New York recently from Europe, has left here for Hollywood.

•

LOUIS W. SCHINE, of the Schine Circuit, Gloversville, N. Y., is hospitalized here at the Harkness Pavilion.

See Resurgence of Base Post Problem

The resurgence of the clearance problem as it pertains to Armed Forces service post theatres was highlighted by the appearance here of Pentagon officials at Wednesday's meeting of the sales managers committee of the Motion Picture Association of America. It is understood that no conclusions were reached and the problem will be studied further.

Probably Theatre Owners of America, as it did in the past, will resume negotiations with Army and Navy officials, it was indicated. Organized exhibition, in certain instances, has asked for modification of clearances offered service post theatres, a request which has met with resistance by Pentagon officials.

Long Junkets On 'Alexander'

Alfred Tamarin

A large scale personal appearances program, involving stars and talent, covering an itinerary of 63,700 miles and aimed at reaching an audience of 80,000,000 to 90,000,000, was announced for "Alexander the Great" by Alfred Tamarin, assistant national director of advertising, publicity and exploitation for United Artists, here yesterday.

Tamarin, in outlining the personal appearances program, described as one part of the over-all campaign on the Robert Rossen production, said the CinemaScope film probably will have its initial release around Easter. He said the "unprecedented" personal appearance phase of the campaign has been budgeted at $75,000, with over $1,000,000 allotted for the over-all drive.

To Cover 157 Cities

Among those participating on the tour, which will encompass a total of 157 key-city appearances over a period of 17 weeks, will be: Rossen; Richard Burton, starring in the title role; co-star Frederic March; Carol Rossen, the producer's daughter, who participated in the historical research; featured players Barry Jones and Ramsey Ames; David Ffolkes, designer; and giant press agent Dave Ballard, who is seven feet, five inches tall.

Tamarin, announcing UA's plans at a trade press conference at the Hotel Sherry Netherland, was flanked by featured players Jones and Miss Ames, who will leave here on Monday on tour. Rossen, his daughter, Burton and March are slated to launch their junkets next month. Ballard and Ffolkes are now on the road in the inaugural phase of the promotion.

Seeks Point-of-Sale Contact

UA's assistant national advertising-publicity director, in explaining the extensive planning in inaugurating the picture, stressed the need for an active, dynamic campaign reaching the point of sale in today's market, with the need of a multiplicity of stimuli. He called the picture UA's entry "in the major leagues," seeing a gross of from $15,000,000 to $20,000,000 for the estimated $4,000,000 production, which was entirely filmed in Spain.

See $1,000,000 for 'Guys' Capitol Run

"Guys and Dolls" is expected to rack up a sturdy $1,000,000 before it bows out of the Capitol Theatre here on Tuesday evening, completing an engagement of 15 weeks and five days at the Loew's Theatres Broadway showcase.

On Tuesday evening, the Samuel Goldwyn production will be replaced by "The Benny Goodman Story." The 15-week-and-five-day engagement was topped only by the 20 week and one day run at the Capitol of "From Here to Eternity."

ABPT Acquiring 22% Of Research Firm

Western Union and American Broadcasting-Paramount Theatres, Inc., yesterday announced the signing of a contract for the acquisition by each company of a 22 per cent interest in Technical Operations, Inc., of Arlington, Mass., a manufacturing, research and development organization. ABC-Paramount and Western Union will have options to increase their individual stock interest up to 25 per cent each. This transaction is subject to approval at a meeting of Technical Operations' stockholders on March 13.

The transaction will increase the working capital of Technical Operations by $553,000 representing the purchase by each company of 46,119 shares of common stock at $6 a share.

Technical Operations is engaged in a broad range of scientific work with emphasis on the application of nucleonics, operations research, chemistry, physics and electronics to industry and government uses.

Eric Johnston Tells MPA Meet of Trip

Eric Johnston, president of the Motion Picture Association of America, told a meeting of the MPAA board of directors here yesterday of his plans on his projected world-girdling trip.

Following the meeting, he left for Washington, from where he will take off by plane on Monday for the Coast enroute to the Far East.

Two Phila. Theatres Acquired by Ridge

PHILADELPHIA, Feb. 16.—Ridge Theatre Corp. has acquired the key run Roxy and Jeffries theatres from Harry Waxmann and associates.

The sale of these theatres is said to constitute one of the most important real estate transactions in the motion picture business locally in the last few years.

Brotherhood Wee
Starts on Sunday;
Goal Is $250,000

With its sights set on a
fund-raising goal of $250,000
amusement industry will laun
observance of Brotherhood We
Sunday.

The inter-faith effort, sponsor
the National Conference of Chr
and Jews, climaxes more than
months of planning and prepa
under the leadership of Willi
Heineman and Spyros S. Skoura
national co-chairmen of the Br
hood Week drive.

Much of the Brotherhood We
tivity will be centered in more
18,000 motion picture theatres
exhibitors will recruit member
solicit contributions to carry o
Brotherhood program through
coming year.

Civic Support Pledged

Governors of more than 40
and thousands of mayors will
proclamations calling for suppo
the Brotherhood effort. In many
munities, plans have been ma
hold the inaugural ceremoni
theatres, with civic leaders pa
pating. School children are
excused from classes to attend.

Film house promotion d
Brotherhood Week, Feb. 19-26
include presentation of a sp
newsreel featuring Frank Si
lobby and marquee displays an
cruiting booths manned by man
and staff members.

Curley Dies; Veter
St. Louis Exhibito

ST. LOUIS, Feb. 16.—Fu
services will be held tomorrow
Thomas M. Curley, 67 years old
tired motion picture theatre o
who died on Tuesday.

During his long career, C
worked for William Goldman the
and in 1923 purchased the Q
Theatre and the adjacent Queens
drome from Goldman, who now h
the William Goldman Theatres,
of Philadelphia. In 1930, C
bought the Ashland Theatre, an
a time owned and operated the
Lee Theatre. He retired several
ago.

NEW YORK THEATR
RADIO CITY MUSIC HALL
Rockefeller Center
WILLIAM HOLDEN
PICNIC
with KIM NOVAK
Co-Starring ROSALIND RUSSE
A Columbia Picture
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F
Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7
Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D
London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M
Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone
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Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye
a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

"Carousel", C'Scope 55, Unveiled at Roxy

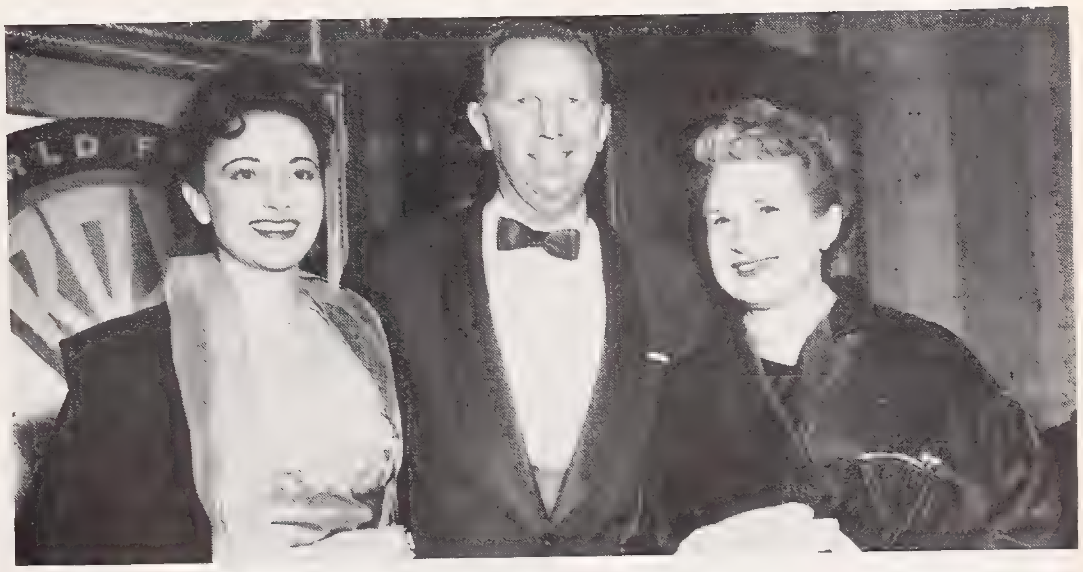
ONE of the most eagerly awaited events in motion picture history became a reality last night, when 20th Century-Fox introduced CinemaScope 55 and Rodgers & Hammerstein's "Carousel," starring Gordon MacRae and Shirley Jones. The 6,000-seat Roxy Theatre in New York saw prominent leaders from every walk of life hail both the musical drama and the revolutionary new process. Stars of Hollywood, Broadway and TV, United Nations ambassadors from 65 countries, the governors of New York, Maine and New Jersey, society leaders and the press made up the glittering "first night" audience. All proceeds from the event are being turned over to the New York Medical College. Cameron Mitchell, Barbara Ruick, Robert Rounseville and Claramae Turner also star in the attraction produced by Henry Ephron and directed by Henry King.

In the picture at the right are Gov. Edmund S. Muskie of Maine and "Carousel" star Shirley Jones astride a carousel horse.

rthur B. Krim, president of United rtists (left), and Charles Einfeld, vice-esident of 20th Century-Fox.

Pictured in the Roxy lobby, from left to right, are W. C. Gehring, executive assistant general sales manager of 20th Century-Fox; Mrs. Al Lichtman, and Al Lichtman, director of distribution for 20th Century-Fox.

ov. Everell Harriman of New York nd Mrs. Harriman.



One of America's great tennis stars, Don Budge, is flanked, on the left, by Mrs. Budge and, on the right, by Mrs. Charles Einfeld.

(Advt.)

. . . NEWS ROUNDUP

Reopen N.Y. Drive-in

The 325-car Beach Drive-In, Lake George Village, N. Y., which has been closed for three seasons, will be reopened in May under new management. Joseph Mirasola, who conducts the Warren in nearby Warrensburg, will operate the outdoor under the name of New Beach Drive-In.

■

Hebert and Rose Part

William Hebert and Glenn Rose, Los Angeles, will conclude their four-year public relations partnership on April 1. Each will form his own organization.

■

'Wishing Well' to Omnifilms

Omnifilms, Inc. has acquired United States distribution rights to "Wishing Well Inn," a new British comedy-drama starring Brenda De Banzie. Omnifilms adds "Wishing Well Inn" to its agenda of imported product which includes the recent "This Strange Passion".

■

Dezel Acquires Two

Albert Dezel has completed a distribution contract with Richard Davis of United Motion Picture Organization, Inc. to handle "The Sheep Has Five Legs" and "Diabolique" in the Michigan territory.

Albany's 46-Year-Old Grand Closes Today

Special to THE DAILY

ALBANY, Feb. 16.—The 46-year-old Grand will be permanently closed by Fabian Theatres tomorrow, at which time Paul V. Wallen, its lessee for 20 months, will assume operation of the Leland as a first-run house.

Wallen, one-time manager of the Grand and of the Leland, has signed a lease for the latter with Fabian. It had been a second-run in recent years, although operated years ago as a first-run by the late Chris Buckley.

Poor business led to a mutual agreement for termination of Wallen's lease on the Grand. A 1,550-seat, three-floor house, it originally played F. F. Proctor vaudeville. Reports are that the Grand will be razed for a parking lot.

Projectionist Dies

HARTFORD, Feb. 16.—Louis Levy, 79, retired Connecticut motion picture projectionist, died of a heart attack on an Eastern Airlines flight from Miami. He had served as projectionist at the Warner Theatre, Bridgeport, for 30 years, retiring three years ago.

Federal Approval for Cinemiracl

(*Continued from page* 1)

to all exhibitors who want to install Cinemiracle equipment.

The proposal must still be approved by the New York District Court. The matter is set for a hearing by Judge Ryan next Friday, Feb. 24.

What will actually be put before Judge Ryan is a petition by National for an amendment to the original 20th Century-Fox consent decree, which banned the theatre circuit from producing or distributing films. Justice officials said the department has agreed "not to oppose" the petition, and pointed out that it had actually been worked out together by National and Justice officials during intermittent negotiations over the past eight months.

Second Such Authorization

The Justice okay for National to enter into production marks the second time Justice has permitted a divorced circuit to go into production. The first time permitted Stanley-Warner Theatres to make films in Cinerama.

Under the new National petition, National would be given the right to produce up to 16 Cinemiracle films during a five and one-half year period starting from the date of the first public exhibition of the first Cinemiracle films. After three and a half years, it could, however, petition the court to permit it to produce additional features. Moreover, it could distribute for an extra two years—or a total of seven and a half years—any of the 16 films produced during the five and one-half year period. This is designed to give the company time to make money from the distribution of films produced toward the end of the five and one-half year period.

May Use Own Theatres

National would be permitted to install permanent equipment to show Cinemiracle features in up to 24 of its own theatres, but it could do this in no more than one of its theatres in any one city, except in New York, Chicago and Los Angeles, where it could put equipment in two theatres. It would be permitted to equip an additional six theatres permanently for Cinemiracle if it could show to the court that exhibitors in those communities were not interested in getting a Cinemiracle license.

National could also exhibit cinemiracle films through temporary portable equipment in another four theatres of its own and through arrangements with six other theatres not owned by National, but none of these theatres could show Cinem films for more than three month of any 12 months.

Sub-Licensing Permitted

During the five and one-half period that National is produ Cinemiracle films, it would no required to license any other fir produce Cinemiracle films nor w it be required to license any exhibitor to install equipment to the films. If it wanted to give firm a sub-license during this p to produce films in Cinemiracl could do so. But if it licensed right to produce on a particip basis, with National getting a po of the receipts or profits, any produced on this basis would c against the 16 allowed to Nati itself.

Moreover, if it wanted to lic any non-National theatre to in Cinemiracle equipment during exclusive period, it could not r the license on a receipts or p participating basis. It could make license on the basis of so much person admitted to the theatre, ever. This restriction on the licer of the basic exhibition equipmer no way affects National's right to on a percentage basis the pictur produces during this five and one year period.

Time Limit Is Definite

The amendment specifically s that after five and one half y National could no longer pro films in Cinemiracle without fur court approval, and adds that not had been agreed on as of the pre that would contemplate produ after five and one-half years.

Most important, after the five one half year period is over, Nati would be required to license C miracle exhibition equipment to or all theatres or sub-license the duction process to all would-be ducers on a "reasonable, non criminatory royalty basis." Any ticipating basis would specifically outlawed.

Provides for Re-Issues

Still another provision affects distribution after seven and one- years of the films produced initi by National itself The petition st that if, after this seven and one- year period during which it can tribute its own films, National sho want to transfer the distribu rights on the films to some other f perhaps for reissue purposes, it do so. But if the transfer is made a participating basis, then any in pendent exhibitor who makes a s stantial offer must be given first cr at the films.

Bookers-Buyers, Allied Board, Drive-ins

Week of Industry Conventions Gets Started in Cleveland Tomorrow

Special to THE DAILY

CLEVELAND, Feb. 16.—Almost a week of industry conclaves will get under way here on Saturday, the lead-off group being the newly formed Association of Theatre Service Organizations, representing booking-buying cooperatives.

The Allied States Association's board of directors is scheduled to go into at least two days of conferences on Monday, to be followed by a three-day convention of the National Drive-in Theatres Association, sponsored by Allied. All sessions will be held in the Hotel Cleveland.

The meeting of the booking-buying representatives will be the first general session since the organization was formed last December. Sidney Cohen of Salt Lake City is the president, but whether a new slate of officers will be elected at the Cleveland meeting has not been announced. The extent of its national scope also has not been revealed. It is reported that executives of several booking organizations in the U. S. have not been invited to attend. However, a membership drive may be launched.

The Allied board will face a heavy agenda, with topics ranging from the annual election of officers to the possible ramifications stemming from the Senate Small Business Subcommittee hearings, the status of the arbitration draft and the so-called Allied-Theatre Owners of America "alliance" on certain trade practices.

The drive-in convention is slated to get under way officially on Tuesday with a luncheon for delegates and wives in the Grand Ballroom. Exploitation, concessions and equipment clinics are on the schedule for the rest of the day which will be climaxed by a dinner dance sponsored by the Pepsi-Cola Co.

Clinics and the reading of special papers are on tap for Wednesday. The wind-up day, Thursday, will see special reports, including those of Abram F. Myers, general counsel of Allied, and of Ben Berger, chairman of the Emergency Defense Committee.

Coca-Cola will be the sponsor of the annual banquet which will be preceded by a cocktail party to be given by Berlo Vending Co. There will be personal appearances by Kim Novak, by courtesy of Columbia Pictures, and by Ann Francis, courtesy of M-G-M.

On Wednesday General Electric will conduct a tour of its Nela Park research laboratories.

A feature of the opening day will be the appearance of "Robbie," the robot of M-G-M's "Forbidden Planet."

Approximately 50 manufacturers have taken exhibit space of one or more booths.

Arthur Bateman, 62

OTTAWA, Feb. 16.—Arthur B man, 62, who obtained the first n tion picture license in this cap as operator and designed sev theatres here, including the Impe and Rialto, died in hospital afte lengthy illness.

ıstin Suit

(*Continued from page* 1)
cGohey, who disallowed the ı Theatre's contention that this action" is similar for all inde- nt indoor theatre owners and ors in the U. S.

ge McGohey stated that the ust action filed by the plain- ıttorney, Arnold Malkan, seek- 1,080,000 in damages, must be ten without any mention made "class action."

Filed in November, 1954

lkan filed the suit against 12 cir- seven production-distribution ınies and the Motion Picture iation of America in November, charging that the Austin The- vas being unreasonably held be- the Skouras Theatre in Forest N. Y., in runs and clearances. ction, according to Malkan, also t to allow similar theatres ghout the country to join the ust action.

suit, which was argued last 17 in New York Federal Court, have permitted all indepen- indoor theatres allegedly dam- by illegal practices over a pe- of time to be represented by the ı Theatre action. Judge Mc- y, in handing down his decision, that there is no common ques- of law or fact showing similarity een the plaintiff and other indoor itors and there is no common for pleading the suit. The court that the Austin Theatre is not sentative of all U. S. indoor the- and said it "represents a more wly defined class, consisting of endent exhibitors in the Greater York area."

Sees 'Specificity' Lacking

e Federal jurist also stated that jurisdictional allegation lack icity; the characterization of the dants, which could conceivably flammatory in nature when con- d in the context of a jury trial, ed repeatedly; and all the mis- of the motion picture industry the 1920's to date have been ed. Since the decisions cited are ıble to the pleader, there is no ical purpose in reiterating the ning of past anti-trust decisions is action."

sides the MPAA, defendants in uit are RKO Theatres, Stanley ıer, Fabian Theatres, Loew's tres, Comerford Theatres, Na- l Theatres, Skouras Theatres, ican Broadcasting - Paramount tres, Metropolitan Playhouses, d Artists Theatre Circuit, Schine it, Shea Enterprises, Warner ers, Columbia Pictures, 20th ıry-Fox, RKO Radio Pictures, nount Pictures, Loew's, Inc., and blic.

nn East on Sunday

OLLYWOOD, Feb. 16.—John C. ı, advertising-publicity director llied Artists, will leave here on lay for New York for conferences home office executives of the pany.

Carousel

(CONTINUED FROM PAGE I)

justify the showman's confidence that, properly emphasized, it will be a box office stimulant in its own right, as was CinemaScope "35." Teamed with "Carousel," there can be no question about the happy box office reception which awaits both.

The Phoebe and Henry Ephron screenplay is a smooth-flowing treatment of the tragic-comic romance of MacRae, as a ne'er-do-well barker for a carnival carousel, and Miss Jones, the down east small town girl who loves him. Interspersed are wonderful production numbers for the memorable Rodgers and Hammerstein music, and for Rod Alexander's superb choreography.

The story is told in flashback by MacRae who, accidentally killed in an attempted holdup staged by his friend, Cameron Mitchell, is resignedly polishing stars in a New England concept of heaven when told that all is not well with his widow, Miss Jones, and their child, now 15, played by Susan Luckey. MacRae has been informed that he can return to earth for one day and is telling star-keeper Gene Lockhart how things were as a preliminary to getting permission for the visit.

Miss Jones, visiting the carousel with her friend, Barbara Buick, is dazzled by the smooth-talking barker, MacRae, is married to him after he has been discharged by Audrey Christie, the jealous carousel owner, and Miss Jones by her boss, the mill owner, played by John Dehner. Unable to obtain work, MacRae becomes resentful of his meaningless life and quarrels with Miss Jones. He is about to return to Miss Christie and the carousel job when told that he is to become a father. First elated, then dejected because he is penniless and cannot provide for the expected child, MacRae listens to a plan by Mitchell to return to town from the annual clambake when no one observes them and hold up Dehner. The plan backfires when the latter overpowers Mitchell and MacRae is killed when he falls on his own knife while attempting to flee.

As his daughter grows up she is scorned by the children of the town as the daughter of a thief. MacRae is given permission to return to earth to help her. He arrives on the girl's graduation day and discovers Lockhart giving the address in which he reminds each that neither the fame nor shame of parents is theirs—that each must stand on his own and be judged according to his own deeds. The daughter encouraged, the mother comforted, MacRae returns to his starry heaven.

Henry King's direction is an apparent strong point of the Henry Ephron production. The performances of the principals are excellent and, following on their distinguished work in "Oklahoma!", the place of MacRae and Miss Jones in the entertainment world are unmistakable. The musical play by Rodgers and Hammerstein was based on Ferenc Molnar's "Liliom," as adapted by Benjamin F. Glazer.

"Carousel," by any showman's standards, is a distinguished entertainment which he can present with pride and, most certainly, with profit.

Running time, 128 minutes. General audience classification. Release, in February as a special.

SHERWIN KANE

REPARTEE enlivens scene (below) in front of Mullin's carousel in the 20th Century-Fox CinemaScope 55 production "Carousel." Left to right, at center: Gordon MacRae, Shirley Jones and Barbara Ruick. In ticket booth, far left, Audrey Christie.

MULLIN'S CAROUSEL

PEOPLE

Leo Greenfield, formerly East Central district manager for Buena Vista, operating out of Cleveland, has been appointed assistant Eastern division manager and will move to New York to assume his new duties. **Ted Levy**, Detroit branch manager replaces him. Levy's successor will be announced shortly.

◆

E. B. Henley, Jr., has been elected secretary of General Precision Equipment Corp. here, succeeding **R. B. LaRue** who has retired.

◆

Edward Churchill, veteran Hollywood publicity man who had retired, accepted a position with Century Films, Inc. He will handle publicity and promotion on the Los Angeles metropolitan area showing of "Day of Triumph," which starts a limited engagement on Mar. 16.

◆

Morrie Roizman has joined Robert Lawrence Productions as the supervising film editor here. Roizman is the president of the Motion Picture Film Editors and former chief editor of The March of Time.

◆

Danny Thomas will be guest of honor and emcee at the American Cinema Editors' sixth annual special awards banquet, Mar. 3, at the Beverly Hilton Hotel, Hollywood.

Eisenhower

(*Continued from page* 1)

past three days contacting Congressmen and Treasury Department officials, said that he feels the industry would have a much better chance for tax relief if the President should decide to retire. In that event, he said, both Democrats and Republicans will be advocating tax cuts as attractive vote-getters.

If Mr. Eisenhower runs again, Coyne continues, the chances are he will continue to oppose any general tax cuts and, in that event, Congress is unlikely to fight him.

Earlier in the week, Coyne gave Treasury Secretary George Humphrey additional statistics on the industry's current economic distress, and today he gave similar information to Dan Throop Smith, Humphrey's top assistant. Coyne, on behalf of Compo, also promised Smith to supply any further information he may desire.

Compo is arguing that the complete repeal of the federal tax would cost the Treasury, at the most, $38,000,000 a year. Coyne estimates the Treasury would lose about $70,000,000 a year in lower admission tax receipts, but would gain some $32,000,000 a year as a result of higher corporation taxes paid by industry firms.

'Carousel'

(*Continued from page* 1)

industry must continue to adopt new technical advances to keep ahead of TV competition, making the screen the popular medium for supplying a superior form of entertainment.

Aided Medical College

The Roxy benefit premiere, which raised $52,000 for the New York Medical College, drew a capacity audience, headed by the governors of three states, according to the acceptances to invitations received by the sponsoring group. The three state chief executives were slated to be Gov. Robert Meyner of New Jersey, Gov. Averell Harriman of New York and Gov. Edmund S. Muskie of Maine. They headed a list of notables from entertainment and prominent members of the diplomatic corps.

The kleig-light premiere, which drew a huge crowd along Broadway and stirred considerable excitement, also marked the realization of studio experiments conducted under the direction of Darryl F. Zanuck, the company's vice-president in charge of the studio. The experiments resulted in the adoption of the 55mm. CinemaScope technique for selected 20th-Fox subjects under which 55mm. film is utilized for shooting, with the finished product being reduced for 35mm. CinemaScope projection.

Lichtman, Gehring Tell Plans

Al Lichtman, 20th-Fox distribution director, and William C. Gehring, executive assistant general sales manager, stressed the company's intent in initially releasing the first 55mm. film, in the 35mm. version only, explaining that initial 55mm. roadshow engagements for "Carousel" had been rejected in light of the product shortage. Originally, it was planned to roadshow "Carousel" for 55mm. projection before the production was sent into general 35mm. release.

Last night's premiere activity was telecast by New York's independent TV station WPIX, under the sponsorship of F. H. Snow's Canning Co. of Maine. In addition to receiving large scale radio coverage, the radio and television publicity will precede the scheduled full page advertisements in the New York "Times" and "Herald Tribune" on Sunday which will kick off a national advertising and promotional campaign by American Airlines, in a tie-up with 20th-Fox.

Largest Budget Since 'Robe'

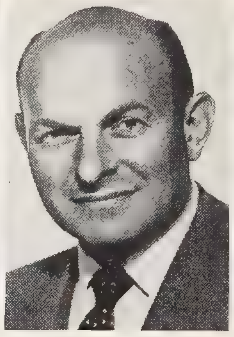
According to Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, the campaign on "Carousel" has been budgeted at more than $1,200,000 and may go as high as $2,000,000, representing the largest allocation for the company since "The Robe," which only about two-and-a-half years ago ushered in the CinemaScope medium at the same time Roxy Theatre.

Since the bow of "The Robe," more than 30,000 theatres circling the globe have equipped for CinemaScope exhibition.

Vital in 'Scope 55 Activity

Darryl Zanuck

Al Lichtman


Charles Einfeld

W. C. Gehring

Theatre Executives Frankly Enthused By CinemaScope 55

By JACK EDEN

Outstanding executives in the field of exhibition were frankly enthusiastic regarding CinemaScope 55 when questioned here last night at the world premiere of the new medium held in the Roxy Theatre.

Typical among the sentiments expressed was the opinion of Sol A. Schwartz, president of RKO Theatres, who declared, "It is the most spectacular advance in projection in the history of the industry."

"Magnificent," Says Goldenson

"The production was magnificent," said Leonard Goldenson, president of American Broadcasting - Paramount Theatres, and he added, "The picture was wonderful and should be a best-seller."

Si Fabian, president of Stanley Warner Theatres, called CinemaScope 55 "A new medium, wonderfully different," and, as if in affirmation, declared, "I'll play it whenever I can get it."

The excellence of the music was stressed by Spyros S. Skouras, president of Skouras Theatres, who, after predicting great things at the box-office for the film, summed up his attitude by saying, "It is unexecelled as a musical."

Appeal 'Windmill' On Two Fronts

Refused the seal of approval by the Production Code Administration last Feb. 3 on its film, "Letters from My Windmill," the French firm of Tohan Pictures, Inc. has scheduled an appeal meeting next Monday in Hollywood. At the same time negotiations have been completed for a similar meeting with the Legion of Decency which refused approval of the film earlier.

The PCA appeal move came to light during an interview yesterday with Fred Heldt, chairman of the board of the Mediterranean Film Co., distributors of films produced by Marcel Pagnol. Heldt will meet with Geoffery M. Shurlock of the PCA to petition the case.

N.J. Allied Protests 'Oscar' Nominations On Saturday Nights

Allied Theatre Owners of New Jersey's delegates to the Allied States Association board of directors meeting in Cleveland next week have been instructed to ask the board that consideration be given to protesting the future telecasting of the Academy Awards on Saturday evenings, Sydney Stern, ATONJ president, stated here yesterday.

Named as Delegates

Stern, along with Wilbur Snaper and Irving Dollinger, have been selected by the ATONJ board of directors, which met here yesterday, to be the unit's delegates.

The unit of National Allied will also ask that discussions be launched into the feasibility of the M-G-M Quaker Oats tie-up on "Forever Darling" and "Forbidden Planet," Stern said. He pointed out that under the present clearance and runs situation in New Jersey, these films would not be available to suburban theatres for "at least 10 weeks following first-run exhibition in the state."

Convention in May

The ATONJ board of directors also announced that the unit's annual convention will take place at the Concord Hotel, Lake Kiamesha, N. Y., May 27-30. Dick Turtletaub has been named convention chairman.

Para. to Start

(*Continued from page* 1)

under way in Technicolor at Phoenix, Ariz., on March 12. On March 26, at the studios, shooting will start on "The Maverick."

Four productions are slated to start on Apr. 2. They are "Funny Face," "Hollywood or Bust," "Omar Khayyam" and "The Lonely Man." "The Sons of Katie Elder" will go before the cameras late in April.

The first of the June films will be Hal Wallis' "The Rainmaker," and will be followed by two screen biographies, "The Buster Keaton Story" and "The Jim Piersall Story," the first recounting the life and times of the early film comedian and the second being based on the experiences of the Boston Red Sox outfielder.

Loew Board

(*Continued from page* 1)

heels of the statement issued
Loew's stockholders group, ide
with Howard Stein of the brok
firm of Dreyfus & Co., that the
will vote with management wi
understanding that the board w
"strengthened."

Both Brokerage Officials

The two new nominees, both
ciated with brokerage firms, wil
the place of Benjamin Melnike
Eugene W. Leake, who have
drawn their names, Loew adde
other 11 members of the 1
board are up for reelection, a
nounced previously.

Loew also announced that Me
has been elected a vice-preside
the company. Leake, who for a
ber of years has been chairman
company's retirement plan comm
will continue to serve in that ca
Loew added.

Both Lehman Brothers and L
Freres & Co. were said to be h
of substantial amounts of sto
Loew's, Inc.

Directors of Many Firms

Manheim's other positions in
the directorship of American Ca
Radio Corp., chairman of the
of Vertientes-Camaguey Sugar
and a vice-president and direct
Lehman Corp. Stewart is a f
president and director of the
York Trust Co. and a director of
by-Owens-Ford Glass Co. and
ern Steamship Lines Inc., in ad
to his association with Lazard F
& Co.

RKO Theatres

(*Continued from page* 1)

disposal of theatre properties a
net loss on the cancellation of a
in 1955, and an increase in th
serve for taxes and contingenci
1954.

The income from operation
1955, before deductions, totalled
594,311, compared with $5,19
in the previous year.

There were 3,151,736 share
common stock outstanding on
31 and 3,242,536 on the same
of 1954, not including 179,200 s
held by the corporation in 1955
672,377 shares in 1954.

Pat McGee Offered

(*Continued from page* 1)

general manager of the Cooper F
dation theatres, had been invite
take charge of the NAFSO's De
area activities.

Cohen said he hoped to rec
McGee's response before the Cl
land convention is over. McGee
informed Cohen that he would at
the convention if he was suffici
recovered from a cold by the w
end.

Cohen added there was no as
ance that McGee would accept
post. "He has a number of o
post. "He has a number of other
fers under consideration," he poi
out.

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

9. NO. 34 NEW YORK, U. S. A., MONDAY, FEBRUARY 20, 1956 TEN CENTS

vartz Says

KO Circuit lcomes NT m Process

Cinemiracle Aiding tage of Product

MURRAY HOROWITZ

ce Department's approval of l Theatres' Cinemiracle plans aised here at the weekend by wartz, president of RKO The- who said he welcomed any imed at increasing the supply ures and techniques.

d if RKO Theatres would be ed in exhibiting Cinemiracle, tz replied that his circuit

(Continued on page 4)

to Hold First oal Conference

ll-encompassing global confer- f foreign department, domes- d studio executives will be ted by Universal-International Films in Hollywood on May 7, it was announced by Alfred E. Daff, Universal Pictures Co. executive vice-president and president of the foreign subsidiary organization.

d E. Daff

Daff, who will preside at the conference, the first of its or U-I, announced that screen-

(Continued on page 4)

st Superscope 235 ; UA Will Release

From THE DAILY Bureau

LLYWOOD, Feb. 19.—The first ction to go into release in the Superscope 235 will be Russ s "Run for the Sun," Joseph and ; Tushinsky, Superscope executive announced. United Artists, also distributed the first Super- production, will handle release.

ELC Suit Trial Ends; Briefs Due March 16

Trial of the Eagle-Lion-Classics suit against RKO and Loew's theatres ended on Friday with Federal Judge Archie Dawson taking the case under advisement. Chesapeake Industries, parent company of ELC, had charged inability to get sufficient play-off of ELC product in the New York Metropolitan area and had sued for $15,000,000. All briefs must be submitted by March 16.

Blumenstock Moving To NY from Studio

From THE DAILY Bureau

HOLLYWOOD, Feb. 19.—To insure closer collaboration between the advertising-publicity efforts with the distribution department, Mort Blumenstock, vice-president in charge of advertising and publicity for Warner Brothers, will move his office from Hollywood to New York, it was announced at the weekend by Jack L. Warner.

Mort Blumenstock

Blumenstock will begin operating out of New York on March 1. Bill Hendricks will continue as studio publicity director, with Gil Golden and Larry Golob in New York as National advertising manager and eastern publicity director respectively.

Nominees Listed for '55 Academy Awards

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 19.—Nominations for 1955 Academy Awards in the top categories as announced here last night are:

Best Motion Picture: "Love Is a Many-Splendored Thing," 20th Century-Fox, Buddy Adler, producer; "Marty," Hecht-Lancaster, United Artists; "Mister Roberts," Warner Brothers, Leland Hayward, producer; 'Picnic," Columbia, Fred Kohlmar, producer; "The Rose Tattoo," Paramount, Hal Wallis, producer.

Best Actress: Susan Hayward, "I'll Cry Tomorrow"; Katharine Hepburn, "Summertime"; Jennifer Jones, "Love Is a Many-Splendored Thing"; Anna Magnani, "The Rose Tattoo"; Eleanor Parker, "Interrupted Melody."

Best Actor: Ernest Borgnine, "Marty"; James Cagney, "Love Me or Leave Me"; James Dean, "East of Eden"; Frank Sinatra, "The Man With the Golden Arm"; Spencer Tracy, "Bad Day at Black Rock."

Best Supporting Actress: Betsy Blair, "Marty"; Peggy Lee, "Pete Kelly's Blues"; Marisa Pavan, "The Rose Tattoo"; Jo Van Fleet, "East of Eden"; Natalie Wood, "Rebel Without a Cause."

Best Supporting Actor: Jack Lemmon, "Mister Roberts"; Arthur Kennedy, "Trial"; Joe Mantell, "Marty"; Sal Mineo, "Rebel Without a Cause"; Arthur O'Connell, "Picnic."

Best Director: John Sturges, "Bad Day at Black Rock," M-G-M; Elia Kazan, "East of Eden," Warner Brothers; Delbert Mann, "Marty," United Artists; Joshua Logan, "Picnic," Columbia; David Lean, "Summertime," Lopert-United Artists.

Television Today

IN THIS ISSUE **PAGE 5**

- ▶ **Writers Guild of America (East) holds a craft meeting, searches the souls of producer, director, script editor, actress and lay critic.**
- ▶ **Spotlighting the news in Television Today.**
- ▶ **Passing in Review—The week's highlights in shows.**

2 Others in Line

Shor Expected To Head Allied For 2nd Term

Dollinger, Gordon May Be Picked If He Declines

Special to THE DAILY

CLEVELAND, Feb. 19.—A strong indication that Ruben Shor will accept a second term as president of Allied States Association was in evidence here as the Allied board opened its annual meeting at the Hotel Cleveland today. The sessions are expected to continue through tomorrow, with the possibility of a carry-over parley on Tuesday.

Ruben Shor

It was reported that the reelection can be his

(Continued on page 4)

Tax Repeal Chairmen Accept in 33 States

Robert J. O'Donnell, national chairman of COMPO's Federal tax campaign committee, announced on Friday that 53 picture industry representatives had agreed to serve as chairmen or co-chairmen of state tax committee in 33 states and the District of Columbia. Organization of local or regional committees in these states has begun.

Tax campaign committee chairmen

(Continued on page 4)

Odlum to Testify on Atlas-RKO Merger

From THE DAILY Bureau

WASHINGTON, Feb. 19.—Atlas Corp. president Floyd B. Odlum is scheduled to testify next Monday before a Securities and Exchange Commission hearing officer on the proposed merger of Atlas with RKO

(Continued on page 4)

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has returned to New York by plane from the Coast.

•

Marie Pellegrini, secretary to Stan Brody, of the United Artists publicity department, has announced her engagement to Joseph Buonocoro.

•

Arthur Silverstone, 20th Century-Fox assistant general sales manager, has returned to New York from Toronto.

•

Roger H. Lewis, United Artists national director of advertising-publicity, will return to New York today from Hollywood.

•

Dino De Laurentiis, Italian producer, will arrive in New York from Naple stoday aboard the "Cristoforo Colombo."

•

Burton E. Robbins, National Screen Service vice-president, is in Cleveland from New York.

•

Joseph L. Mankiewicz left here via B.O.A.C. on Saturday with Mrs. Mankiewicz for Barbados, B.W.I.

•

Sam Eckmann, chairman of Loew's International's British offices, left here for London at the weekend.

•

Milton E. Cohen, United Artists Eastern division manager, will arrive in Cleveland today from New York.

•

Charles Amory, president of Minot Films, left here via B.O.A.C. on Friday for Montego Bay.

Fitter, Aide to Owen, Leaving Paramount

Al Fitter, assistant to Hugh Owen, vice-president of Paramount Film Distributing Corp., has resigned from the company, effective March 9, to enter the industrial oil business.

Fitter started at Paramount in 1946 as a sales trainee in New Haven. Three years later he was named office manager in Buffalo and was promoted to his present post in 1951.

Blumberg Brother Dies

Herman Blumberg, 64, brother of N. J. Blumberg, chairman of the board of directors of Universal Pictures, died at his home in Fort Lee, N. J. after a lengthy illness. Funeral services were held yesterday at the Park West Memorial Chapel.

High School Pupils Increased Theatre Attendance in '55

Despite their growing interest in TV programs, high school students in 32 key television cities throughout the nation increased their film theatre attendance by 11 per cent last year.

Reported by the Gilbert Youth Research Organization, which conducted the survey among 3,560 students, the findings show that increased attendance resulted from finer films produced in America as well as in foreign countries. At the same time, TV interest mounted with the offering of higher caliber entertainment, it was said.

Dean and Grace Kelly Winners

Named in the agency's poll to determine film, TV and recording favorites of students were the late James Dean as the most popular male screen star and Grace Kelly as female counterpart. "Blackboard Jungle" took honors as the best film for 1955.

Other selections were Frank Sinatra as top male vocalist; Jaye P. Morgan, favorite female vocalist; Steve Allen, best-liked TV personality; Perry Como show, best TV variety program; Studio One, favorite dramatic show; Phil Silvers as Sgt. Bilko for comedy honors and Wyatt Erp in the role of western stories.

Stern To Head IFE Western District

Harold Stern has been appointed I.F.E. Releasing Corp. Western district sales manager with headquarters in Los Angeles, it was announced by Manny Reiner, general sales manager for the company.

Stern, until recently an independent producer, was formerly West Coast district manager for Eagle-Lion, Los Angeles sales manager for United Artists and West Coast district manager for Gaumont British. He replaces Alex Cooperman, who resigned.

Perry, N.E. Exhibitor Leader, Dies at 83

BOSTON, Feb. 19.—Funeral services for Francis Perry, 83, owner of the Orpheum Theatre at nearby Foxboro, were held today at Bethany Congregational Church, Foxboro. A past president of Independent Exhibitors, Inc., he was an active member of the organization until his illness a few years ago.

He is survived by a son, Francis. Jr., who has been operating the theatre.

Rank Announces 18 For '56 Production

A minimum of 18 major films are planned by the J. Arthur Rank Organization in addition to eight others currently in the editing and cutting stages for release this year, it was announced by JARO.

Films in the planning stage include "The Spanish Gardener," "Checkpoint," "House of Secrets," "The Magnificent Leonardi," "High Tide At Noon," "Doctor At Large," "Up In the World," "The Big Money," "A King Reluctant," "I'll Meet By Moonlight," "Oasis Nine," "Body Below," "The Secret Place," "Tiger In the Smoke," "Jacqueline" and "Eyewitness."

Seven Being Edited

In the editing stages are "A Town Like Alice," "The Black Tent," "Who Done It?" "The Feminine Touch," "The Long Arm," "The Battle of the River Plate" and "Reach For the Sky."

Bill Would Permit Averaging Income

From THE DAILY Bureau

WASHINGTON, Feb. 19. — Rep. Davidson (D., N. Y.) has introduced new legislation to permit film workers and other taxpayers with widely varying incomes to average their income for tax purposes.

Such legislation has long been sought by the talent guilds. Under the Davidson Plan, taxpayers would be permitted to treat the current year and the first and second preceding year as one unit, and could pay the tax on the basis of the average income for the two or three years. However, this would apply only where the tax rate without averaging would be more than five percentage points greater than the tax rate with averaging.

'Unchained' Cited In Tolerance Cause

The Hall Bartlett production of "Unchained," a Warner Brothers release, was commended yesterday by the National Conference of Christians and Jews as the most outstanding film for 1955 contributing to the cause of brotherhood.

A story of the world's largest honor prison, it shared honors with "And So They Grow," a Play Schools Assn. release, and "Commencement," a dramatization issued by the President's Committee on Government Contracts, which took honors in the 16 mm. non-theatrical film category.

Some 30 awards were announced by the NCCJ to coincide with Brotherhood Week which opened yesterday.

. . . NEW ROUNDU

$10,000 Louisiana Fire

Fire did an estimated $
damage to the Star Theatre in
ville, La., before firemen could
it under control. The blaze bro
in the balcony in the area of th
jection booth about three hours
the theatre closed. It took
men nearly one hour to contr
flames. The theatre is own
O. C. Hauber, of Pine Bluff,
and Mrs. J. T. Ball of Pinevil

■

Reopen Flooded Theatr

Jason Theatrical Enterprises
opened the flood-damaged
Theatre, Torrington, Conn., foll
remodeling estimated at $100,0

■

7-Year U-I Pact to Curti

Universal-International signed
Curtis to a new seven-year, n
clusive, multiple-picture contr
Hollywood over the weekend
star signed his first seven-yea
tract with the studio in 1948.

■

'Coral Sea' Rights to A

Allied Artists has secured W
hemisphere distribution righ
"King of the Coral Sea," Aus
produced feature starring Chip
ferty. The film was produce
Rafferty and directed by Lee
son.

■

'Vegas' to Bow Here Mar

The Broadway premiere of M-
new musical, "Meet Me in
Vegas," will take place at the
Theatre on the evening of Mar

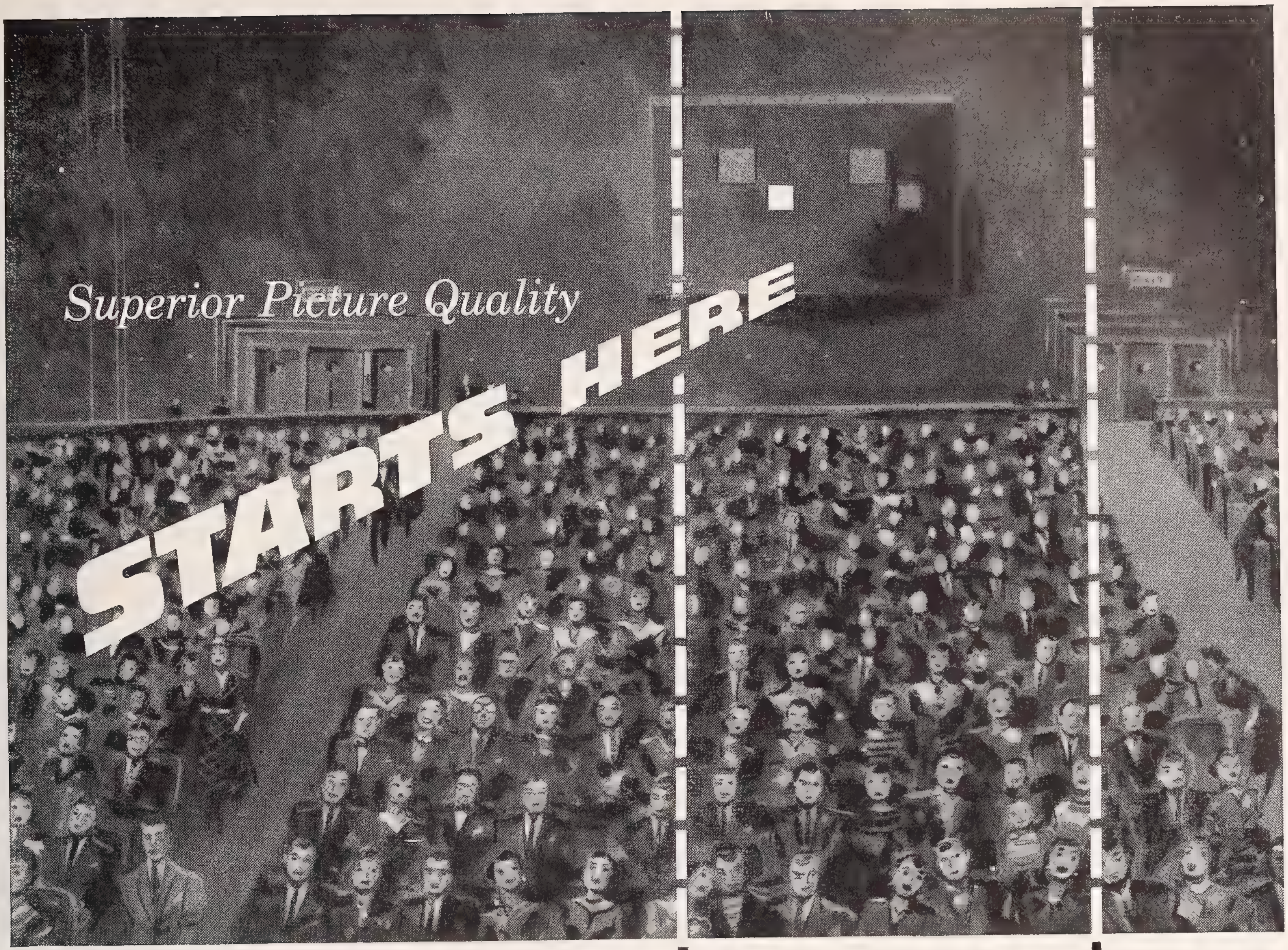
Two Named to UA Overseas Posts

Arnold M. Picker, vice presid
United Artists in charge of f
distribution, announced two ap
ments involving the company's
ations overseas.

Leon Feldun, formerly g
sales manager in Germany, has
appointed general manager for
gium and Luxembourg, with
quarters in Brussels. He suc
Daniel Frankel, resigned.

Morton Raven, who served
sistant manager in Singapore d
the past year, has been named
ager in Trinidad. He replaces W
Korenbrot, resigned.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copie



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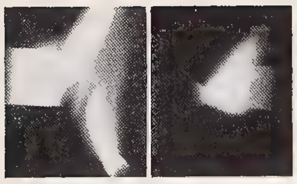
TRADE MARK

PROJECTOR CARBONS

FOR TWO GENERATIONS of movie-goers, the right carbons—"National" Carbons—have assured the finest possible picture on America's movie screens. And the advantages of "National" Carbons don't end there. This superior picture quality is delivered to the theatre owner at a cost per unit of light and length of carbon burned that is the *lowest obtainable anywhere!*

For highest quality at lowest cost, continue to specify "National" Carbons. It pays in customer-satisfaction *and* in economy of operation.



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PEOPLE

Ellis Ford, former Delman Theatre manager in Houston and currently at Houston Popcorn Co., is to take over the managership of the Broadway and Yale Theatres there. These two theatres were recently acquired by **Bill O'Donnell**, Dallas, from Interstate Theatres. **L. E. Newton**, who stayed on temporarily to manage them, has returned to Interstate.

◆

Claudia Astrum, after almost 10 years with Columbia Pictures in Cleveland, resigned to succeed **Stella Smetanka** at Milton Mooney's Co-operative Theatres of Ohio. Prior to joining Columbia, Miss Astrum was with Republic Pictures for 13 years.

◆

Fred Kent, Jacksonville, Fla., theatre owner and chairman of the State Board of Control, has been named to head the Heart Fund of Variety Tent No. 44.

◆

Marvin Reed, former assistant manager of Loew's Grand Theatre, Atlanta, has been appointed as manager of the new Riviera Theatre, Miami., a unit of Loew's.

◆

Howard Whitworth is the new owner of the Franklin Theatre, Lavonia, Ga.

Name Bernstein AA Chi. Branch Mgr.

Promotion of Vic Bernstein to Allied Artists' Chicago branch manager was announced at the week-end by Morey R. Goldstein, the company's vice-president and general sales manager. The move will permit Nat Nathanson, AA Midwest division head, who has been serving also as branch manager, to devote his time exclusively to the supervision of his district, which includes Indianapolis, Milwaukee, Omaha and Des Moines, in addition to Chicago.

Chicago sales manager for the past year, Bernstein joined Allied Artists, which was then Monogram, in 1941 as head booker and office manager.

Shuberts Must Get Rid of 12 Theatres

WASHINGTON, Feb. 19.—The Shubert theatrical interests must get rid of 12 theatres in six cities under an anti-trust consent decree approved in New York on Friday.

The decree settles the six-year-old government anti-trust suit against the legitimate theatre chain. It would have to dispose of four theatres in New York City, two each in Boston, Philadelphia and Chicago, and one each in Cincinnati and Detroit.

Cinemiracle Is Welcomed

(*Continued from page 1*)

"might," depending on the expenditures involved and the deal offered. Under NT's agreement with the Justice Department, which still must go before the New York District Court for approval, NT's rights to exhibit its Cinemiracle productions in NT houses are limited.

Schwartz, seeing the NT development as "very helpful" to the industry, stressed that all practical, new processes should be encouraged, and if Cinemiracle is such a process, it will be beneficial, he added.

Other circuit officials declined comment here, explaining either they had not seen a demonstration of the process, or had not familiarized themselves with the terms of the NT-Justice Department agreement, which runs along the lines of the agreement between Stanley Warner and the Justice Department on the Cinerama process.

The Justice Department agreement with NT, which will be submitted for court approval here on Friday, permits National Theatres to produce up to 16 features in its Cinemiracle process over a five-and-a-half year period. Executives of NT, the circuit which was divorced from 20th Century-Fox under its consent decree, informed MOTION PICTURE DAILY's Coast correspondent that they were exclusively interested in Cinemiracle production, and had no interest in the production of regular features, thereby ruling themselves out of making the latter request to the Department of Justice, as sought by Theatre Owners of America and Allied States Association.

Expect Shor

(*Continued from page 1*)

if he feels that his health will permit the continuance of his duties as the association's chief. Shor had several periods of ill health last year and some doubts had been raised as to his ability to carry on for another term. However, his apparent recovery is regarded as a sure sign that he will bow to the wishes of the board and continue as Allied's president.

If Shor should do the unexpected and decline the nomination for re-election, it appears that the post may fall to one of two possibilities. One is Irving Dollinger of New Jersey, long an Allied leader, theatre operator and head of Associated Theatres, booking-buying organization. The other is Julius Gordon of Jefferson Amusement Co. of Texas. However, indications are that the choice, insofar as 1956 is concerned, would be Dollinger in the event that Shor declines a second term.

In preparation for the convention of the National Drive-in Theatres Association, which will start on Tuesday, the exhibit booths began taking shape today and are expected to be completed by late tomorrow. Registration is scheduled to start Tuesday morning.

Odlum to Testify

(*Continued from page 1*)

Pictures Corp. and four other companies.

Atlas officials submitted formal documentary evidence on the proposed merger at brief proceedings Friday, and the company application was then continued until Feb. 27 to give SEC officials a chance to study the evidence.

So far the commission has received opposition to the merger from only one person, a stockholder in Wasatch Corp., one of the firms involved. He argues that the terms of the merger agreement are unfair to Wasatch stockholders. One RKO stockholder, a Mr. Kast, has filed notice that he wants to appear, but did not indicate whether in favor or against the merger.

Tax Repeal Chairmen

(*Continued from page 1*)

for the 15 other states are expected to be announced shortly. Formation of committees in 435 Congressional districts is also under way.

Chairmen and co-chairmen named to date include:

ARIZONA, George Aurelius; ARKANSAS, K. K. King and James S. Carbery; CONNECTICUT, Harry Shaw and Albert M. Pickus; DELAWARE, Lewis S. Black and Edgar J. Doob; DISTRICT OF COLUMBIA, A. Julian Brylawski and Orville Crouch.

FLORIDA, LaMar Sarra; GEORGIA, Willis Davis and O. C. Lam; ILLINOIS, Duncan Kennedy, David Wallerstein and George Kerasotes; KENTUCKY, Gene Lutes; LOUISIANA, Maurice F. Barr; MAINE, C. J. Russell, Sr. and Ralph Tully.

MASSACHUSETTS, Martin J. Mullin (also general chairman for New England exchange area); MICHIGAN, Harold H. Brown; MINNESOTA and SOUTH DAKOTA, Harry French and Edmond R. Ruben; MISSOURI (Eastern Section), Edward Arthur.

MISSISSIPPI, A. L. Royal; MONTANA, Carl E. Anderson; NEW HAMPSHIRE, Melvin Morrison and Lloyd Bridgham; NEW JERSEY, Charles Smakwitz, Maurice Miller and Walter Reade, Jr.; NEW MEXICO, Ed Kidwell and Nathan Greer.

NEW YORK CITY METROPOLITAN AREA, Harry Brandt and Emanuel Frisch; ALBANY exchange area, Elias Schlenger; BUFFALO exchange area, George McKenna; NORTH CAROLINA, Harry Buchanan; NORTH DAKOTA, Ed Kraus; OHIO, Frank Murphy and Herman Hunt.

EASTERN PENNSYLVANIA, Ted Schlanger and Bill Goldman; RHODE ISLAND, Ed Fay and Benjamin Greenberg; SOUTH CAROLINA, Robert Bryant; TENNESSEE, M. A. Lightman, Jr.; TEXAS, John Q. Adams; VERMONT, Frank O'Neil; VIRGINIA, Carlton Duffus and Seymour Hoffman.

WASHINGTON, Fredric A. Danz; WYOMING, Russell Schulte and Ray Davis.

U-I Conference

(*Continued from page 1*)

ings of new product and discussions on new sales and promotion policies will highlight the meeting. Americo Aboaf, vice-president in charge of foreign distribution, will conduct the sales meetings.

Foreign delegates will also have a first hand opportunity to fam
themselves with the over-all
ations of the studio and will a
in actual practice, the devel
of U-I's global talent plan.

REVIEW:

The Brain Machine

RKO Radio

A BRITISH melodrama, cloth
murder, kidnapping and a c
plot, "The Brain Machine"
moderate interest to theatregoe
yond an unusual performan
Maxwell Reed, who portrays a
cidal maniac adept in the
smuggling drugs.

Produced by Alec Snowde
directed and written by Ken H
the story surrounds the effort
psychiatrist, Elizabeth Allan, t
hospital patients. Using an e
encephalograph, or "brain ma
she tests an insane murderer
reaction. Before any results a
cluded, she transfers to anoth
pital in a move to separate
from her husband, Patrick Ba
a doctor, who devotes more t
his practice than to his wife.

Reed, a patient at the new h
undergoes a series of tests b
Allan, who discovers he has id
brain waves with the patient su
in the original institution. Th
lows a series of complex in
arising from the results of t
chine, among them the kidnap
Miss Allan by Reed, who divul
drug smuggling operations to h
ing a hypnosis stage.

The plot thickens beyond
of practicality in the final st
the film as Miss Allan and Re
in supporting roles for two m
that eventually disclose Reed
homicidal maniac revealed
original "brain machine" tests.

Running time, 72 minutes.
classification. February relea

Walter Gross, 60; ABPT Counsel, V

Walter W. Gross, director
president and general coun
American Broadcasting - Par
Theatres, who died here on Th
was to be buried in the city
birth, Troy, N. Y. Private
and interment were scheduled

Gross, 60, and a prominent
try attorney for many year
suddenly at his home of a h
tack. He was associated with
and previously with Paramou
tures for the past 23 years. A
ate of Harvard College and H
Law School, he had practiced
this city since 1920. He was a
ber of the Association of the
the City of New York and t
York County Lawyers Associat

16 'Conqueror' Tra

Sixteen separate trailers fo
Conqueror" are scheduled for
by TV audiences throughout
tion this week preparatory to W
day's pre-release openings in 4

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

mercials

e enormous extent of the TV ercial operation is made clear timates offered by Ross Re- on Television, setting a figure 25,000,000 as the gross for of television film commercial ction. Transfilm, Inc., of New , says the report, is the larg- roducer in the country, per- accounting for eight to 10 ent of the total dollar volume. York is the main center. leaders, says Ross: Sarra, Kling Film Productions, d World Films, Hal Roach ios. For effective, novel car- commercial leadership we nate UPA Pictures' concep- .

d Start

head start on a good year is ast with the reports of CBS ts wholly-owned stations for month of January: 21% over ary, 1955, for WCBS-TV, York; WBBM-TV, Chicago, KNXT, Los Angeles. National business likewise up, with the units, represented by CBS vision Spot Sales, showing an gain over last year.

l TV?

hat toll TV situation seems to a-simmering again, with no indication at the moment that likely to come to a boil, at in the immediate future. The York City Council resolves in sition, and Skiatron's James Landis says the council is way base; CBS, via Louis Hausman, -president, calls toll TV like ing pay turnstiles in city parks museums; Zenith, on the pro , tells the FCC it must approve TV to save many broadcasters ng bankruptcy; motion picture bitors continue their emphatic sition. It has all served to fan t had been only glowing em- , but it's still no conflagration.

ry

new entry into the TV distrib- n of theatrical films emerged week at Screen Gems' first ernational" sales convention in v York, when were announced titles of the 104 Columbia pic- s to be made available to TV its subsidiary. "Commandos ike at Dawn," Paul Muni; "Adam Had Four Sons," Ingrid Bergman; "Pennies from Heaven," Bing Crosby, are some of the films and stars. Screen Gems has nine first run programs and seven syndicated shows on the American air now, with showings also in Canada, and some series sold abroad. A bonus sales plan and an announced increase of 400% in sales personnel in a year were convention highlights.

Effects Printer

▶ C & G Films Effects, New York City, announce the acquisition of a new optical printer that does everything but write dialogue. Equipped with controls which are said to be unique on one machine, it wipes, dissolves, fades, superimposes titles and all other kinds of optical effects, on almost all sizes of film. The idea, of course, is to save time in the industry where time is money.

New Faces

▶ If there is a vital need for more talent to fill television's requirements for program development, Ziv TV is importantly involved in attempting to fill that need. Announcement of its forthcoming talent auditions is only three weeks old, yet, the company reports, already in excess of 800 letters have been received from applicants. William Castle and Jon Epstein are in charge of the tests. The development of new talent is vital to television's constant search for freshness.

Chilly First

▶ Television is replete with "firsts," as befits a growing medium. Interesting and exciting should be the historic first planned next Sunday, February 26, by NBC, with a full hour, all-color TV film of the current American expedition to the South Pole. "Antarctica: Third World" will consist of film taken by NBC's William B. Hartigan, assigned to Operation Deepfreeze. Chet Huntley, news commentator, will narrate.

Enterprise

▶ The sign of lively enterprise in any undertaking is a constant searching for something new, novel and different. Thus does Guild Films seek, and find "Here Comes Tobor," which in a new TV series will recount the adventures of Tobor, a mechanical man which reacts to stimuli, and is the companion of a small boy. R. R. Kaufman, Guild president, and Carl Dudley of Dudley Pictures, say $98,000 was spent in research and development, and $1,000,000 will be the 39-episode budget. Richard Goldstone will produce, mostly in Hollywood. That is the capacity in which he served for the 1954 Republic film, "Tobor The Great."

New Affiliate

▶ Station KARD-TV, Wichita, becomes the latest new NBC-TV affiliate, with that affiliation to be effective May 1, it is announced by Harry Bannister, vice-president in charge of station relations for NBC, and William J. Moyer, vice-president and general manager of KARD-TV. The station is owned by Wichita Television Corporation and is equipped to carry network-originated color programming.

In Our View

THE matter of public service by television generally and by specific units of the industry in special areas is of continuing importance for television. Two particular instances of that kind come to attention, and are cited not because they are unique, because there are many others across the nation, but rather because they offer the "case in point" and focus on the situation.

Earlier, mention has been made here of the public service overtones of the Confidential File series done by Guild Films. Now comes word that a public service division has been established by the company to handle distribution of prints of its TV shows for private, non-television screenings, with the department in charge of Curtis Kaufman, director of client relations. We may accept the fact that there are obvious values accruing to the company in this procedure. At the same time, it is often overlooked by many that such public relations have reactions above and beyond the obvious.

There is another kind of public service, which also must of course fall under the general heading of public relations. In effect, often enough, what is good public relations can be and is good public service as well. We cite the case of Station WTVJ, Miami, Florida, of which, incidentally, Mitchell Wolfson, long a motion picture leader, is president. This station moves in divers ways to provide a high degree of public service to its community. When educational TV came to Miami, WTVJ lent facilities and skillful assistance; welfare agencies were urged to learn the how and why of TV, so that its services could be used to better advantage in their work; there is and will continue to be a full schedule of religious services and features, for all creeds at all times. In effect, there is no aspect of community life of worthwhile nature which fails of assistance from the station.

It is good citizenship, of course, it is for the good of the whole industry as well and, strangely enough, it happens also to be good, sound business sense.

—Charles S. Aaronson

Passing in Review

TWO NBC PERSONALITIES from "Tonight" went legitimate last week, but the trend was not likely to send chills down any Method Actor's spine. The most successful was the experienced Steve Allen, quite fine in the title role of Louis Pelletier's highly comic "The Man on Roller Skates," presented by the Kraft Theatre Wednesday night. On the other hand, the personable Gene Rayburn turned out to be a jack-of-all-trades-but-acting in the title role of John McPhee's "The Man Who Vanished," on the Robert Montgomery show Monday night.

In a strained fantasy mood, Mr. Rayburn resembled nothing so much as he did a man trying to act like an actor. Mr. Allen may well be the exception that proves the rule that acting is a craft not to be taken lightly by the real-life personality. It may be apocryphal, but there was a rumor last week about a 90-minute color spectacular: "You Can't Take It with You," with J. Fred Muggs making his dramatic debut as Grandpa Vanderhof. Of course, he's no actor but he is a Name.

Abe Lincoln, in such varying weights and measures as those of Raymond Massey, Royal Dano, Otis Reed, Jr., G. W. Horsley and John Ireland, among others, wrestled all sorts of fates all over the TV screens last week. The modern dress dramas were not necessarily any more original, although Cameron Mitchell did a very able job in the Steel Hour's "Command" Wednesday night on CBS-TV, and John Forsythe and Kurt Kaznar were effective in Tuesday night's "Return to Cassino," on NBC-TV's Playwrights '56.

Sheena, described as Queen of the Jungle and who has the proportions of a Nebraska sunflower, tussled with the Bashis and Chipalas in the new series on WPIX Wednesday evening. The results fascinated the tots and gave the adults a chuckle or two. Another of the week's special events was the visit of NBC-TV's Today to Philadelphia and a particularly interesting live tugboat trip up the Delaware River. Elsewhere:

FORD STAR JUBILEE, "The Day Lincoln Was Shot." CBS-TV, 1½ Hours, 9:30 P.M., EST, Saturday, February 11, 1956. Live, from Hollywood, in compatible color. For, Ford Motor Company.

The Ford Star Jubilee has already developed a fine tradition of important television productions, and this latest, based on the best seller by Jim Bishop, fell easily into place as a splendid contribution to the best in television. As produced by Gregory Associates, Inc., and directed by Delbert Mann from a TV adaptation by Terry and Denis Sanders and Jean Holloway, the TV play captured the spirit of the man, Lincoln, and conveyed a deeply human aura about the whole tragic event, in its recording of casual and important moments of the day of the calamity. Raymond Massey, of course, was Lincoln, and mayhap by now a bit too much Massey; Jack Lemmon was a good, strongly emotional John Wilkes Booth; Lillian Gish appeared miscast and out of character as Mrs. Lincoln, while Charles Laughton was the always effective narrator. Especially good were the production values throughout, with a scene of the Cabinet in session most impressive. Harry Ackerman, CBS special projects chief, supervised. There is credit, and more, for all.

WARNER BROS. PRESENTS, "Siege." ABC-TV, 1 Hour, 7:30 P.M., EST, Tuesday, February 14, 1956. Film. For Chesterfield and General Electric.

Here is the first of a new series of offerings in the Warner Bros. Presents group, which will alternate with the Casablanca and Cheyenne segments. This new format will provide the producer apparently greater latitude in subject matter than in the Kings Row subjects which this replaces. Here Elizabeth Montgomery and Paul Richards star in a highly improbable item about the escaped convict (Richards) who holds hostage, in effect, a whole schoolroom of pupils and the substitute teacher (Miss Montgomery) until the sheriff tracks him down and he falls under the bullets of the law. The show is fair, but could do with greater competence in performance and writing. Gig Young is personable as the host, and some of the mechanics behind the Warner studio's production of "Helen of Troy" make for general interest.

WIDE WIDE WORLD, NBC-TV, 1½ Hour, 4 P.M., EST, Sunday, February 12, 1956. Live. For General Motors.

This remains one of the most technically fascinating shows on television, a medium where technical fascination tends to wear off quickly as further wonders come along. The sequences, however, on last week's "World of Celebrations" provided, with two exceptions, the unrelieved spectacle of American home-town boosters making themselves look silly. The Mardi Gras celebrations in New Orleans were at least reportorially interesting, but the sight of Tampa businessmen dressed up like pirates, of South Hutchinson, Kansas housewives racing with pancakes and of a Gay Nineties Day in Forest Grove, Oregon, were drab and a little embarrassing, spiritually. Sinclair Lewis might have enjoyed them. Much more interesting were the views of El Paso's "mountain cathedral" topped by the Christ of the Rockies, and an extended visit to the scenes of Lincoln's youth, which, with a visit to the Lincoln Memorial, closed the show. Wide Wide World presentations, like people, are best when they remain informal, candid, and when they eschew amateur theatricals. Dick Schneider directed and Norman Frank produced.

INSIDE NBC, WRCA-TV, ¼ Hour, 6:30 P.M., EST, Friday, February 10, 1956. Live, from New York. For participating sponsors.

Often entertaining and generally informative is this twice-weekly peek behind the scenes at NBC. It also is a series of unadulterated, unrestrained plugs for current and coming NBC shows, a fact worthy of mention in light of the recently expressed antagonism to the use of theatrical feature film clips as part of the entertainment on some other programs. Since NBC is almost as much of an institution as it is a company, the plugs herein can be
accepted with a minimum of
tation. The other night (Febr
10) Bill Cullen, the nervousl
sourceful host, spent his time
ing with Ben Grauer, "Big St
host, and managed to stir up
a bit of interest for that sho
the course of a visit to the set
discussion of the program
cedure. James Elson is prod
director.

***MEET MILLIE, CBS-TV, ½ I
9 P.M., EST, Tuesday, Feb
14, 1956. Live, from Hollyu
For Pharmaceuticals, Inc.,
nating with Carter Products***

About the only live situ
comedy left on the networks,
showing more audience stre
than even CBS believed pos
"Meet Millie" has in recent w
been inspiring a lot of se
guessing as to the origins o
success. The live format—an
air of spontaneity—obviously
a lot to do with it, but they
only part of the truth. The
must lie in the characters bro
to life by Elena Verdugo as M
Marvin Kaplan as Alfred
Florence Halop as Mama.
Halop is particularly fascin
as an indomitable cliff-dw
somewhat vulgar in her
cracking way, but also appe
and warm-hearted with a st
of sentiment a yard wide.
Tuesday night Mama was d
mined not to be a burden on Mi
social life and proceeded to f
cate an entirely non-existent s
life for herself. The results
funny and not without a tou
pathos. Lester Vail is prod
director.

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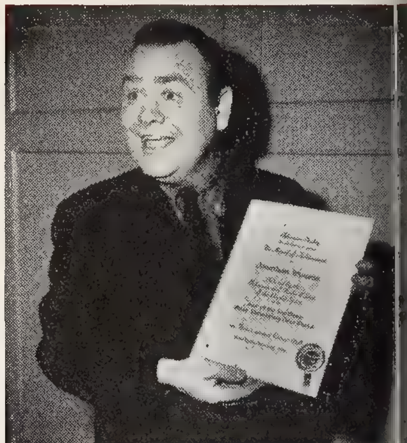
Optical dupe negative with effects such as wipes, dissolves, fades, and superimposed titles in the following combinations:
- 35mm to 35mm
- 35mm reduced to 16mm
- 16mm to 16mm
- 16mm blow up to 35mm
- Slow down and speed up action
C and G Film Effects
1600 Broadway, N. Y. C. PL 7-2098

HOLLYWOOD, U. S. A.:

HOLLYWOOD: Considerable interest was engendered here last week with the announcement by ***Barney Balaban*** that Paramount Pictures would increase activity in the television and electronic field. He said Paramount's Sunset Blvd. studios, operated by Paramount Sunset Corp., would have available, June 1, a studio completely equipped for television production on a daily rental basis for stage and equipment. There are at present, according to Mr. Balaban, five complete modern stages, which makes it possible to accommodate any type of television production. Mr. Balaban added that ***Stanton M. Osgood*** has been appointed general manager of the new studios. Mr. Osgood resigned as manager of Television Film Productions and assistant director of television operations for NBC Television, to assume his new position.

◆


Jonathan Winters has reason for el
holding the scroll designating him a
the leaders in the most promising
category of the recent TV TODAY
for *Fame*. The young man is real
and running, set, incidentally, for a
portant spot in the planned 90-m
version of the KGO-TV San Fran
Tonight Show, March 1, signallin
third anniversary of Falstaff Brewin
in the bay area.

Production of 39 new "Lassie" TV films will start in Hollywood in June, the sponsor, Campbell Soup Company, has announced. The series, starring ***Tommy Rettig, Jan Clayton, George Cleveland*** and the indispensable ***Lassie*** was renewed this year for the third yea
Campbell. ***Robert Maxwell*** proc
"Lassie" in association with
vision Programs of America,
(TPA.) The series is on CB

—*SAMUEL D. BE*

ASTERN TV WRITERS 'ZERO IN' N SOME FAVORITE TARGETS

time was last Wednesday evening and the place,
oof Garden of the Hotel Pierre. The occasion
lively one, the first craft meeting of the Writ-
uild of America, East. In keeping with the spirit
evening, it was live and it was from New York.
ormat was modified Meet the Press in a fairly
ropriate setting of early California Renais-
The theme: the triumph of the television
over problems arising out of his own char-
and environment (producers, directors, low
prices, sponsors, actors, California weather).
opening scenes were rambling, lacking pace
than direction. Writers (almost 200) greeted
nother effusively, almost as if they were agency
A mobile bar had been set up and was dispens-
ourbon at 93 cents a shot, which might have seemed an odd price, except that the corner saloon was 41 floors below. Snatches of overhead dialogue: "Those ......s at Front Row Center kept it for five weeks before they sent it back"; "Her performance threw the whole thing out of key. . . ."

Eventually the stars assembled on the dais to be introduced by moderator Don Ettlinger: Jay Nelson Tuck, radio-TV critic for the New York *Post*; Franklin Schaffner, director of Studio One and Person to Person; Ethel Frank, script editor for NBC Matinee Theatre ("She buys scripts by the gross"); Herbert Brodkin, producer of the Goodyear-Alcoa Playhouse, and Nina Foch, actress. The inquisitors were TV writers David Davidson, Lois Jacoby, Halsted Welles and Ernest Kinoy. The show, ad lib and unrehearsed, began to take shape.

. DAVIDSON: IS THERE I A THING AS A NEW (TOUCH?

swered Mr. Tuck, not so much
uch" as "taste." Said Mr.
ner, New York originates
exciting ideas, but the West
adds something tremen-
valuable. Although the West
exhibits more restraint in
their producers "indulge in
n techniques we are afraid
Miss Frank, who pointed out
she didn't relish the idea of
put on the spot, replied that
iee Theatre "could not exist
ut New York. Writer-wise,
is a New York touch."

Brodkin was not at all hesi-
"There isn't any comparison
en New York and the Coast."
ing as how he might be ef-
ely killing a career in motion
res, he said that what quality
was on the coast was con-
ed by New York people. In
ent stay at "that employment
known as the Beverly Hills
," he said, he had found the
approach to TV writing on
coast was "money, money,
y."

ss Foch, more articulate than
beautiful actress has need to
ast her vote for New York.
whole social structure in New
is better for the actor. Even
smallest bit player can ap-
h acting as a craft and can
ct himself for his knowledge
at craft. Consequently, all
in a New York show seem to
tter played." The coast atti-
toward New York, she said,
best summed up by a TV film
icer who excitedly told her
one of his shows: "It looks
ike live New York TV!"

SS JACOBY: IS TV A 'S WORLD?

. Brodkin effectively threw
question back by saying that
was a question for the writers
selves to answer — that the
tion, in existence long before
ision, was a reflection of mores
attitudes.

iss Foch agreed that this was
a social problem and recalled the hundreds of roles in which the little woman's function is to help her man through his crisis, but "nobody ever knows what her problem is!"

MR. WELLES: MUST THE CORN BE AS HIGH AS AN ELEPHANT'S EYE? HOW MUCH FAULT FOR ANY LAG IN TV QUALITY RESTS WITH THE PUBLIC AND HOW MUCH WITH THE SHOW MAKERS?

Mr. Tuck put the responsibility squarely on the producers, directors and writers. The public, he indicated rather darkly, is more intelligent than many people think. Mr. Schaffner agreed. Miss Frank declared that nobody on Matinee Theatre ever set out to be corny consciously. If the results are corny, she said, it was a reflection of the measure of failure to achieve something better.

Said Mr. Brodkin: "I never try to do a show to please others, just myself." Half of a producer's job is in doing a show, the other half is getting a script that he wants to do. A producer's life is a complicated one. That very morning, he related, he had been closeted with a sponsor's representative who had wanted to change the nationality of some Jewish children who figured in a script about their rescue from a concentration camp by a group of nuns.

MR. KINOY: IS THE EXCITEMENT OF LIVE TV ENOUGH TO OVERCOME THE ECONOMIC ADVANTAGES OF FILM?

Mr. Brodkin thought television films might be better if more East Coast people indulged, but that essentially it should make no difference, that filmed TV could be as good as live. Mr. Tuck disagreed. His wife, he said, tells him that live TV communicates to her. To him, he added, the best TV film never has the picture sharpness of live TV. Relatively speaking, Mr. Schaffner took exception to Mr. Tuck's wife. His grandfather, said Mr. Schaffner, watches a terrible little set whose picture is always out of focus. "He watches everything, loves it all and can't tell the difference (and doesn't care) between live and film." The key to the question, he summed up, is not live vs. film, rather it is in the recognition that certain properties lend themselves to film and others to live production.

MISS JACOBY: WHEN ARE WE GOING TO GET OUR SHARE OF THE HUGE PRODUCTION BUDGETS?

Mr. Brodkin admitted that good writers are underpaid, but that the brass was beginning to recognize the writer's estate—"the situation should improve in the next year."

MR. WELLES: WHO SHOULD REWRITE A SCRIPT? IF WE SUPPLY THE BLUEPRINT, CAN YOU PULL OUT THE BASEMENT WHEN THE AUTHOR ISN'T HOME?

This idea was deplored by everyone, although Mr. Schaffner almost started a riot on the floor by observing that he knew of no case in which a good script had been ruined by bad direction. After that rhubarb, it was generally agreed that the writer — as an essential part of a team — was required to attend rehearsals, and if he didn't, he couldn't blame anyone else for manhandling his work. Gone is the day when an author has to have a friend in the front office so he will be allowed to attend rehearsals. Writers, in fact, like people, are here to stay.

With that heady thought, time was called by the moderator so that the illusion of peace might be reinforced around the portable bar, 41 floors above the corner saloon. There were no defenestrations.

—*VINCENT CANBY*

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

Who's Where

NAT WOLFF, moving April 1 from vice-president in charge of creating programming for Young & Rubicam's radio and TV department, to director of program planning for the NBC Television Network, a newly created post. Announcement came from **ROBERT W. SARNOFF**, NBC president. Mr. Wolff will report to **THOMAS A. McAVITY**, vice-president in charge of the network.

DONALD W. COYLE is the new director of sales development and research of the ABC Television Network, in a further split of radio and television administration in the company. He will report to **JOHN H. MITCHELL**, vice-president in charge of the network.

The appointment of **PHILIP LEWIS** as the new WCBS-TV news bureau manager has been announced by **SAM COOKE DIGGES**, station general manager. Mr. Lewis takes over from **BLAINE LITTELL**, who was recently made assignment chief of the "CBS News Campaign Cavalcade," a new 12-man roving television and radio reporting team that has been assembled for special coverage of the 1956 Presidential campaign.

DAVID PORTER, formerly vice-president of Hearst Publications in charge of *Cosmopolitan* for the last three years, has been appointed manager of national sales for Screen Gems, **JOHN H. MITCHELL**, vice-president in charge of sales of the Columbia Pictures subsidiary, announced last week.

Two new appointments to UPA-New York's staff have been announced by **DON McCORMICK**, vice-president and manager of the East Coast studio of UPA Pictures, Inc. They are: **ELI FELDMAN**, who joins UPA as agency-client liaison for TV spots and commercial films, and **RITA CUMMINGS**, recently of UPA-Burbank, who will continue as public relations and publicity representative for the animation studio.

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The Show-Makers

Keenan Wynn and Julie Adams star in "Circle of Guilt" on "Studio One" tonight, on CBS-TV. Also starring are ***Fred Clark*** *and* ***Peter Graves.*** *Produced by* ***Felix Jackson*** *and directed by* ***Franklin Schaffner,*** *the teleplay was written by* ***Mel Goldberg.***

◆

Charles Francis (Socker) Coe, *once vice-president and general counsel for the then Motion Picture Producers and Distributors of America, and* ***Oscar A. Doob,*** *former MGM New York executive, have teamed in Palm Beach, Fla., on The Living Story, with Coe as narrator in the planned Theodore Granick TV series.*

◆

John Ireland *stars in "Ordeal" on the "Schlitz Playhouse of Stars" Friday, February 24 on CBS-TV. Appearing with him is* ***Maxine Cooper.***

◆

Tom Tully, Glenda Farrell, Jim Backus *and* ***Ronnie Burns*** *co-star in "Uncle Barney", an original tele-comedy written by* ***Ben Starr,*** *on "Front Row Center" Sunday, February 26 on CBS-TV.* ***Robert Sterling*** *is master of ceremonies,* ***Edgar Peterson*** *produced and* ***Russell Stoneham*** *directs.*

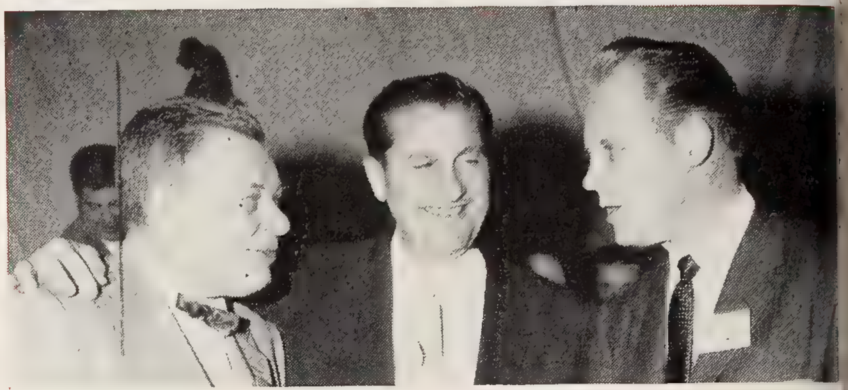
◆

Gene Nelson *stars in "Nightmare by Day" on "Climax!" Thursday, February 23 on CBS-TV. Co-starring are* ***Katy Jurado, Coleen Gray, Warner Anderson,*** *and* ***Mary Astor. Bill Lundigan*** *is host.* ***Martin Manulis*** *produces and* ***John Frankenheimer*** *directs.*

◆

Mark Damon *and* ***Everett Sloane*** *will appear in "Place of Shadows" on "Alfred Hitchcock presents" Sunday, February 26 on CBS-TV. The teleplay was written by* ***Robert C. Dennis*** *and directed by* ***Robert Stevens. Sean McClory, Everett Glass, Joseph Downing*** *and* ***Harry Tyler*** *are in the supporting cast.*

HE'S WINNING IN A WELK!



The rather exciting splash—rating-wise—which the Lawrence Welk Show making across the TV board nationwide is indicated in the smiles above, wh the band leader visited New York last week. From left, Robert E. Kintn president of ABC, Welk Show network, of course; Mr. Welk, in from C fornia, radiating charm and confidence, and J. W. Minor, sales executive Dodge Motors, the quite happy sponsor, of course. The reception was at Waldorf-Astoria.

TELEVISION IN BRITAIN

THE I.T.A. (Independent T sion Authority) may take c of Independent Television N the company responsible for senting commercial TV's programmes. This news fol the dramatic resignation of editor-in-chief, Aidan Cra His deputy editor also resi Mr. Crawley—appointed hea the news company a year states: "The main reason signed was my conviction t board comprised of represent of contractors who differ so v in their outlook towards tele is incapable of maintaining a sistent policy toward the nev

Sir Kenneth Clark, chairm I.T.A., immediately issued a surance that news would ha right place in commercial T

THE battle for viewers pro The B.B.C. now admits, fo first time, that I.T.A. progra are attracting the bigger aud in homes which can receive services. The I.T.A. average ning audience rose from 235,000 in the first seven we the quarter to 325,000 in th seven, says the B.B.C. r I.T.A. jubilantly announced own figures—that their aud were now twice as large a B.B.C. in the London area.

FOLLOWING a spate of re tions, Val Parnell, boss o London Palladium, has bee pointed chief executive of AT is a newly-created post and c full control. Earlier it had announced he had been p charge of all ATV produ ATV is the London weeken tractor and also operates the week Midlands station.

CARL BRISSON is the firs to be signed by Herbert to launch his new television ties. He will be presented series written by Harold P "Romance Is Where You Fin

—*WILLIAM*

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al Date

C Hearings ow Slated for arch 21 - 22

ibitors' Witnesses to Heard Before Others

By J. A. OTTEN

ASHINGTON, Feb. 20. – The e Small Business subcommittee nced March 21 and 22 as the dates for the start of its hearings m industry trade practices.

e hearings were originally set Feb. 2, but were postponed se subcommittee chairman phrey (D., Minn.) and several subcommittee members were up on the pending Farm Price

(*Continued on page 6*)

to 6 from ling Seen

e Ealing Co., of Britain, which tly disassociated itself from the rthur Rank Organization, will nue to turn out a program of o six pictures per year, according r Michael Balcon, in charge of uction for Ealing.

Michael, here for talks on pro- g-distributing plans and for the

(*Continued on page 4*)

k UK Trade Views New Legislation

From THE DAILY Bureau

DON, Feb. 20.–The views of najor trade associations and the nal Film Finance Corp. on fu- legislation affecting the industry been requested by the president e Board of Trade. The move is eliminary to consideration later Parliament of legislation to con- the Quota Act, the Eady levy authorization and financing for F.C. The information is required re the end of May.

is understood from the form of Board of Trade's request that a al, official government inquiry industry operations is unlikely.

Seven Speakers Heard at Forum

Talent Guilds Should Have Voice In Code Direction, MPIC Is Told

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 20.–Five panel members and coordinator participating in the Motion Picture Industry Council forum at the Academy Awards Theatre appeared largely agreed on the point that the principal talent guilds should have a voice in administering the Production Code, and on little else.

The forum was the third in MPIC's "Film Creators Round Table" series. The subject was "Should the Production Code Be Revised?"

After nearly three hours of debate between the panelists, and with questioners from the floor, the code's critics were limiting their demands to charges in code phraseology rather than content or import.

Panelists, in this order, were Kenneth MacGowan, coordinator; Dick Powell, Leonard Spigelgass, Robert

(*Continued on page 5*)

New Hartman Firm; Para. to Handle Films

From THE DAILY Bureau

HOLLYWOOD, Feb. 20. – Paramount and Don Hartman today jointly announced a new arrangement under which Hartman is relieved of his responsibilities as executive producer of the company in order that he may set up the Don Hartman Production Corp. as an independent company to produce pictures for Paramount re-

(*Continued on page 6*)

Jacobs Named Aide To Para.'s Owen

Eugene (Jake) Jacobs, of Paramount's Kansas City branch, has been appointed assistant to Hugh Owen, vice-president of Paramount Film Distributing Corp. Jacobs, whose appointment is effective immediately, succeeds Al Fitter who has resigned to enter the industrial oil business.

Booking-Buying Unit Organization Is Set

CLEVELAND, Feb. 20. – Sidney Cohen, president of the National Association of Film Service Organizations and head of Film Service Corp. of Salt Lake City, announced at the close of the two-day organization meeting here yesterday that corporate papers were approved by the board of directors and that stock and charter membership certificates will be issued shortly to each member. The organization now has 16 members with

(*Continued on page 6*)

REVIEW:

The Conqueror

RKO Radio-CinemaScope

HOLLYWOOD, FEB. 20

EVERYTHING IN and about "The Conqueror" portends great grosses. It is a big attraction in every commercially calculable dimension—marquee names, technology, dollar cost, pre-exploitation, and potentially in word-of-mouth publicity of both the pro- and the con-kinds. It is tremendous in size, swift and sweeping as to movement, unrestrained in dialogue and in action, a powerful representation of the life and policies of one of History's most unprincipled tyrants. It figures to earn a fortune.

"The Conqueror" has marquee power to spare. The top leads, John Wayne and Susan Hayward, playing the young Genghis Khan and the Tartar woman he calls wife, are at peak box office value, domestically

(*Continued on page 4*)

Wire Sent Skouras

Allied Slate Is Reelected At Board Meet

Asks 'King' in 35mm.; 3 Resolutions Passed

Special to THE DAILY

CLEVELAND, Feb. 20. – Reelection without opposition of the entire official slate for another year concluded the final Allied States Association board of directors meeting this afternoon. Officers are: president, Rube Shor; chairman and general counsel, Abram F. Myers; treasurer, Irving Dollinger; secretary, Julius Gordon; recording secretary, William A. Carroll.

The board today wired Spyros P. Skouras, president of 20th Century-Fox, urging him to release "The King and I" in 35mm instead of roadshowing it in 55mm in view of the

(*Continued on page 6*)

Drive-in Meet Starts Today

Special to THE DAILY

CLEVELAND, Feb. 20. – All was in readiness here today for the third convention of Allied Drive-in Theatres Association which is slated to roll into action tomorrow. Approximately 50 manufacturers and dealers of theatre equipment designed particularly for outdoor operations have

(*Continued on page 6*)

Johnston, Freeman Reelected by AMPP

From THE DAILY Bureau

HOLLYWOOD, Feb. 20.–Eric Johnston today was reelected president, and Y. Frank Freeman chairman of the board, of the Association of Motion Picture Producers. E. J. Mannix was elected and B. B. Kahane reelected vice-presidents. Charles S. Boren was renamed vice-president in charge of industrial relations and James S. Howie secretary-treasurer.

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, and B. G. KRANZE, general sales manager who will move to Stanley Warner next week as vice-president, left New York yesterday for Cleveland.

•

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has postponed his scheduled return from Hollywood to New York until the latter part of this week.

•

JACK DIAMOND, publicity director at the Universal-International studios, will arrive here tomorrow from the Coast.

•

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, will leave here today for St. Louis.

•

MILTON R. RACKMIL, president of Universal Pictures, has arrived in Hollywood from New York.

•

ERNEST EMERLING, Loew's Theatres advertising-publicity manager, has returned to New York from Miami.

•

IRA TULIPAN, 20th Century-Fox publicity manager, has returned to New York from Hollywood.

•

EDMUND C. DEBERRY, Paramount branch manager, has returned to Cincinnati from New York.

$145,000 Week Seen For 'Carousel' Here

"Carousel," 20th Century-Fox's CinemaScope 55 production of Rodgers and Hammerstein's musical, is expected to gross $145,000 during its first week on the Roxy Theatre screen here.

Robert C. Rothafel, managing director of the theatre, predicted it would exceed first week receipts of "The Robe" of September, 1953, which introduced CinemaScope.

Meanwhile, Grauman's Chinese Theatre in Hollywood, which premiered the film on the Coast, has reported the highest non-holiday weekend gross, $18,000, in its history. It topped records set in 1953 by "The Robe" and "The Tall Men."

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Feb. 22, Washington's Birthday and a legal holiday.

New U.K. Automatic Projector Is Shown To Union Official

By PETER BURNUP

LONDON, Feb. 17 (By Air Mail). — Projectomatic was demonstrated here today at the Odeon, Tottenham Court Road, by G. B-Kalee, manufacturers and vendors of the automatic theatre projection device. In attendance was Tom O'Brien, M. P. and general secretary of N.A.T.K.E., to which union projectionists belong.

O'Brien warned, "If we find that this system is going to be injurious we are going to oppose it and stop it if we can."

Shortage Exists

"But," the NATKE general secretary continued, "I think we see in Projectomatic one of the means of solving the problems of the men in the box. There are from 750 to 1,000 projectionists short in this country. Men are leaving the industry. The modern young man is not going to work six nights a week. It is a problem concerning the industry as a whole. Without projectionists this industry would fold up.

"We must welcome any device that can improve the lot of the projectionist. We are approaching Projectomatic with our eyes open. It is the most important technical development in this industry since the introduction of sound. . . . It is a friend."

The O'Brien sentiments were subsequently echoed by projectionists present, the great majority of whom saw at least one merit in the device. It would undoubtedly give greater leisure time to projection crews and materially assist an improved shift system.

Theatre Manager Pleased

The manager of the Odeon, in which the demonstration took place said: "We have been using the equipment for four months and after minor initial snags it has proved highly efficient. We still have our usual six operators, two on at any given time with a junior. But it has meant that we have been able to organize much better shift systems."

UA Launching Velde Salute Sales Drive

United Artists' distribution force in the United States and Canada will salute James R. Velde, newly-appointed general sales manager, with a five-week sales effort, it was announced by William J. Heineman, vice president in charge of distribution. The "Welcome to Jim Velde" drive will be launched this week and will extend through March 31.

Velde will take over his post next Monday. He replaces B. G. Kranze, who is resigning to become a vice president of Stanley Warner.

Johnston and Wife Off on Global Trip

From THE DAILY Bureau

WASHINGTON, Feb. 20.—Motion Picture Association president Eric A. Johnston and Mrs. Johnston left here today for the start of their round-the-world trip.

They flew to Los Angeles, where they'll remain tomorrow. Tomorrow night, they fly to San Francisco, and will leave there Wednesday morning for Japan. They'll be joined in San Francisco for the trip by Merrie Smith, Johnston's secretary, and Motion Picture Export Association vice-president Irving Maas.

Johnston won't return until the first week in April. After Japan, he'll go to the Philippines, Hongkong, Thailand, Malaya, Indonesia, India, Pakistan, Italy, and France.

'Goodman' Bows at N.Y. Capitol Tonight

A large list of show business personalities, headed by Benny Goodman and Steve Allen, will attend the New York premiere of Universal-International's Technicolor film, "The Benny Goodman Story" at the Capitol Theatre tonight.

As part of tonight's activities, both Goodman and Steve Allen will be presented with plaques on the stage of the theatre by Leonard Feather, musicoligist. The plaques, awarded by "Downbeat" Magazine, laud Goodman and Allen for their contributions to American popular music.

Bringing news of the lobby and stage events to the public this evening will be Bill Silbert, nationally known disc jockey, who will be stationed outside the Capitol throughout the evening.

Allen will appear tomorrow in the lobby of the Capitol and personally autograph photographs of himself for patrons.

WB Trade Showing Two on March 12

Two of Warner Bros.' forthcoming releases, "Serenade" and "The Searchers," will be given a special theatre trade screening on a national basis on March 12. The two productions will be shown in each of the company's 32 exchange centers simultaneously. Exhibitors, as well as press, radio and television representatives, have been invited to attend the theatre screenings.

"Serenade," which co-stars Mario Lanza and Joan Fontaine, has been selected as the Easter attraction at Radio City Music Hall. It will be nationally distributed April 21.

John Wayne stars in C. V. Whitney's "The Searchers," a John Ford production. It will be nationally distributed May 19.

RKO Now Geared t Recapture Industry Position, GTR Says

"Encouraged by the trend of creasing world-wide industry gros RKO (Radio Pictures) is physica and financially geared to recapture position in the motion picture ind try," the General Tire & Rubber stated in its annual report, recei by stockholders yesterday.

General Tire & Rubber, the par company, devoted two pages in 32-page annual report to the activi of RKO Teleradio Pictures, Inc., new corporate name for the mer General Teleradio and RKO Ra Pictures companies. Reporting on activities for the year ended Nov. 1955, it stated that the merged c pany, RKO Teleradio Pictures "represents the first major integrat of the complementary fields of tion pictures and broadcasting."

"For RKO Pictures the mer means the promotional support Mutual Broadcasting System and leading television stations; and the company's broadcasting inter it means the availability of an aln unlimited source of program ma ial," the report stated. It went o relate the sale of RKO's film lib to C & C Television Corp. and steps taken to reactivate motion ture production at the RKO stud

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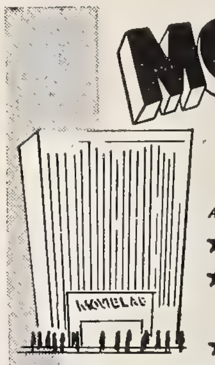

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Canada Film Board Moves

The National Film Board of Canada will move into its new $5,230,000 headquarters in Montreal in May. According to the chairman of the board, Dr. A. W. Trueman, this move will enable the board to produce more original films in French.

■

Reopen Conn. House

The Strand Theatre, subsequent-run situation at Willimantic, Conn., which has been closed for nine months, has been re-opened by Carim E. John. New price policy calls for 50 cents, adults; and 25 cents, children.

■

Buys Rochester House

The Lyell Theatre, Rochester, has been purchased by Charles W. Martina of Albion from the Dipson circuit, no longer active in Rochester. Martina also owns the Waring and the North Park Drive-In in Kodak Town and operates theatres in Morris, Ogdensburg and Albion.

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The Conquerör

(CONTINUED FROM PAGE 1)

and worldwide, as the picture goes into exhibition. Pedro Armendariz, who is co-starred, means money in his own right throughout the Latin-American world. The producer-director, Dick Powell, who has a many-sided fame—films, radio, television, now a producer-directorship—is a billing factor not to be overlooked by a shrewd showman; and it is not to be forgotten, as the pre-exploitation publicity has made quite clear, that the name of Howard Hughes (topmost on the main title) and the number of dollars he spent on the picture ($6,000,000) are extremely meaningful in entertainment-seeking circles. Add the seat-selling significance of the terms CinemaScope and Technicolor, and how's anybody going to persuade himself he can afford to miss "The Conqueror."

The size of the production is something to measure with a CinemaScope camera, not with words of a typewriter. The terrain, an immense expanse of Utah doing convincing service as the Gobi Desert, is so vast, rugged, rocky and steep, that the hundreds and hundreds of horsemen racing across it to raid, ambush, battle or pillage, thwart numerical estimate. Similarly, if the word may be stretched to cover another largely uncovered expanse, the desert palace of the aging monarch whose realm the Khan covets, and ultimately takes, is so big that dozens of uninhibited dancing girls, finally including Miss Hayward, perform their exotic duties simultaneously without crowding. (Possibly the only stinting of the $6,000,000 budget occurred in the costuming department.)

The screenplay, by Oscar Millard, opens with the raiding by Wayne, known at this time as Temujin, with his title of Genghis Khan far in the future, of a desert caravan conveying Miss Hayward, a Tartar princess bethrothed to a Merkit chieftain, whose filmy outline has raised in Temujin a determination to have her for his own. Killing most of the captured chieftain's men, and sending the chieftain himself on his way, he takes the girl, whom he meanwhile has disrobed to verify his first impression of her beauty, to his camp, where his mother reproaches him slightly for his act. That night, and for a while after, the girl repulses his advances, but later on they are pursued on horseback by enemy horsemen and, taking shelter under a cliff, arrive at a physical understanding which, a good deal later in the picture, develops into a permanent mating from which, an off-screen narrator informs at the finish, descend the rulers of half the world for the following century. Between their initial meeting and the close of the picture, of course, there have been many and violent events, armed conquests, political plottings, torturings, murders, all actionful, exciting, stimulating material, of all kinds, excellently produced, directed and performed.

The picture is not for children, naturally, both because it contains incident, dialogue and costuming unsuitable for juvenile entertainment, and because the Genghis Khan story, as told in this picture, makes a case for vengeance, lust, violence and force as tools of success.

Running time, 110 minutes. Adult audience classification. Release date, March 28.

WILLIAM R. WEAVER

Buena Vista Adds to Staff Promotions

As a follow-up to the recent promotions of James O'Gara to Eastern division manager of Buena Vista and Jesse Chinich to Western division manager, Leo F. Samuels, president and general sales manager, has announced other promotions in the releasing organization of the Walt Disney enterprises.

Howard Hein, home office sales administrator, has been promoted to assistant Western division manager under Chinich. Leo Greenfield, district manager of the East-Central district, with offices in Cleveland, has been named assistant Eastern division manager under O'Gara. Both Hein and Greenfield will headquarter in New York.

Ted Levy, Detroit sales manager, has been promoted, in turn, to Greenfield's former position as East-Central district manager.

Lee Katz to Europe In New AA Post

Appointment of Lee Katz to the newly-created post of Allied Artists' European executive production representative was announced by Steve Broidy, AA president.

Katz, for the last two years managing director of Allied-Anglo Pictures, British associate company of Allied Artists, has been conferring with AA company executives at the studio for the past two weeks. He will leave for Europe in 10 days.

Before becoming affiliated with Allied Artists, Katz held various executive production posts at Warner Bros., M-G-M and Columbia.

Ealing

(*Continued from page* 1)

American premiere of "The I killers," said he already has three duction projects set. They are: Shiralee," "The Man in the which will star Jack Hawkins, "The Story of Dunkirk," whic described as a vast underta shooting on which should sta spring.

Sir Michael, producer of five which starred Alec Guinness, sai could not come to any quick ment when asked whether he tho British product was getting a shake" in the American market did say, however, that some B films in the specialized market ferring to the art theatres, have handled very well. With the he Universal, Sir Michael added, (ness has become an internat figure. In the same vein, he praised Walter Reade's Contin Films for getting good results i specialized market.

Cites Value of Art Theatre

Hopeful that some of the su in the specialized market will over to the wider, commercial ket, Sir Michael expressed his fe that what is acceptable and de by the art theatres today wins a in the commercial theatre tomo

Sir Michael, here with his asso Reginald Baker, who is in charg the financial administration of E said another of his current pro tions will have its American pre shortly. He referred to "Touch Go," which was made under t Arthur Rank banner and is being tributed in the U. S. by Univ and which will bow at the (Theatre sometime after March "The Ladykillers," starring Gui produced by Sir Michael, opene night at the Sutton. It is being tributed in the U. S. by Contin Films.

Right now, Sir Michael conti he is concentrating on produ plans, with distribution prob both in the U. S. and abroad st the planning stage.

Admits Inroads of TV

Regarding the new competiti commercial TV in Britain, Sir Mi said it certainly is having an on theatre attendance there an effect will grow as the comm TV network extends out of Lo

Asked about production condi in Britain, he said film produ costs are on the rise, describing land's economy as inflationary. size of Britain's entertainment ta went on, prohibits passing the r cost of production to the consum the form of higher admissions.

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PEOPLE

rd B. Graff, who is taking Detroit branch manager for al, will be tendered a "welcome uncheon" on Thursday. Uni- ias invited Michigan exhibitors id the affair which also serves arewell party to **Joe Rosen,** Graff replaces. Rosen has been red to New York to head the here.

◆

rt Pickus, TOA vice-president erator of the Stratford Theatre, d, Conn., has been named Defense chairman of the Strat- hamber of Commerce.

◆

y F. Shaw, division manager, **u Brown,** advertising-publicity er of Loew's Poli-New England es, are serving on the selection ttee of the New Haven Adver- Club's Gold Medal Award.

◆

ed J. Marchetti, head booker of sal's Albany exchange, and **Catherine Burke Marchetti,** in the same branch, are celebrating their 25th anniversaries with mpany.

Urge Code 'Voice' for Talent Guilds

(*Continued from page 1*)

Aldrich, Jerry Wald and F. Hugh Herbert. The principal speaker from the floor was William Gordon, Universal-International's code contact man.

Gordon won audience applause by rectifying several misstatements regarding the code which had been made by the panelists. All panelists spoke extemporaneously or from notes.

Following extended opening remarks by coordinator MacGowan, former producer now in charge of the U.C.L.A. theatre arts department, who reviewed the circumstances leading up to industry's adoption of the Production Code, Powell read aloud to a sparse Sunday evening turnout the complete text of the main body of the code.

Powell Opposes Changes

Powell, reciting statistics showing the foreign attitude toward the present American Product, said, "I think we should devote ourselves to living up to the code, rather than to changing it."

Spigelgass said creative writers would be happiest under "untrammelled working conditions," but "this is impossible" and went on to name 14 organizations which work in conjunction with the Motion Picture Association of America. He pointed out that 53 bills advocating federal censorship have been defeated as the result of industry self-regulation by the code, but added that present "unilateral action by company heads" in administering the code should be broadened to include giving consulative voice to creative guilds, but "no changes should be forced as a result of any single picture—no film can hold a gun against the code."

Sees Impartiality Lacking

Aldrich, taking the stand that the Code's principal useful function is to "protect" the industry against outside censorship, declared it has not done this impartially, with respect to independent producers, and cited one picture in which, he said, the Legion of Decency had compelled him to make 23 cuts "even after it had received a Code seal."

Aldrich said the MPAA has maintained a "company store" policy in administering the code, and that the most important question now is "how will any new code be administered?" No other reference to any new code was made during the evening.

Wald took a firm stand against revisionist thinking, and went at length into specific pictures among the 200 made by him in the past 23 years which had code problems that had been worked out successfully by code administrators Joseph Breen and Geoffrey Shurlock.

"Johnny Belinda" and the forthcoming "Lady Chatterly's Lover" were among the examples he mentioned. Then he named as the "biggest sellers of all time," which were made under the code, "Gone With the Wind," "The Robe," "From Here to Eternity" and others.

Herbert, again re-stating his standard argument that the United States Constitution had need of 22 amendments, said the Production Code shouldn't be immune from amending. "It may surprise you to hear me say it," he added, referring to his "The Moon Is Blue" experience, "but I am in favor of a code although not this one." He did not say what kind he favored, however.

Gordon Points to Revisions

Speaking from the floor, Gordon called attention to the fact that the code has been revised or amended several times since its inception, and that the language criticized by Herbert was not language in main body code, that had been read by Powell, but in a supplemental section.

Circuit Offers Stock

ALBANY, Feb. 20.—A stock issue, the first offered here, is being advertised for United Drive-in Theatres Corp., which proposes to construct the first of a circuit in the Albany-Troy-Schenectady area. A total of 250,000 shares is involved, the price being given as $1 per share. Common stock value is 10 cents par.

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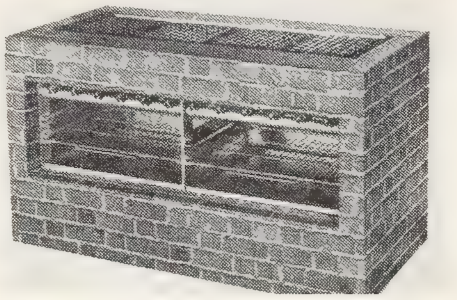
WESTREX Corporation, New York, has announced a new line of sound reproduction equipment for theatres, including both multi-channel and single channel systems. The announcement states that the 1956 equipment is "simpler, smaller and from 5% to 30% less expensive than comparable 1955 units." It is pointed out that the single channel systems utilize the new major components of the multi-channel systems and are designed "to give the best sound reproduction for theatres not yet ready to convert to stereophonic sound." In addition, "these single channel systems can readily be expanded into multi-channel systems."

●



Shown in the photo is the new "Super Glo-Brick Broiler" made by Bakers Pride Oven Company, Inc., New York. The broiler has been specifically designed so that an enclosure may be built around it—of brick, stainless steel or copper—to give it a "charcoal pit" effect. In this way, it is pointed out, the broiler can be made to blend in with other refreshment equipment. The units are available in nine different sizes according to the number of grates required. The company also makes a line of electric and gas pizza ovens.

●

Henry Ek, formerly sales manager for Wilson and Company, meat manufacturers, at Cedar Rapids, Iowa, has been named sales manager of Steel Products Company, which produces coffee makers and vending machines, also at Cedar Rapids. He will have charge of nationwide sales, promotion and advertising of the firm's "E-Z Way" coffee makers for soluble coffee.

●

"Barvend 6-D" is the name of a new hot drink automatic dispenser to serve six drinks announced by Barvend, Inc., San Marcos, Calif. By inserting a coin and turning the proper dial, the customer can get coffee, tea, hot chocolate, Sanka or soup. Cream and sugar to individual taste and a changemaker are also supplied.

Allied Board

(*Continued from page* 1)

anticipated acceptance of "Carousel" in 35mm.

Other business included a discussion of the M-G-M Quaker Oats Free Kiddy Admission tieup following Mike Simons demonstration of extensive exhibitor approval of the deal prior to its consumation. He asked the board's agreement to give it a try with the reservation to voice disapproval if it proves disadvantageous to exhibitors.

The board also protested producer policies of withdrawing from release possible Academy Award winners citing specifically "Marty," "East of Eden" and "Rebel Without a Cause."

No Action on Tax Repeal

No action was taken on admission tax repeal, Shor restating the board's previously announced position that this is not the time to pursue such action.

Also protested was the use of film clips on TV as a wrong selling method which "more often unsells than sells new product."

No EDC committee report was made, Shor stating that all Allied effort is currently being concentrated on the Senate committee hearings March 21-22.

The Allied spring board meeting, Shor announced, will be held as soon as possible after the conclusion of the Senate committee hearings.

Drive-in-Meeting to Cincinnati

The next national Allied drive-in convention will be held Jan. 27, 1957 at the Netherland Plaza Hotel, Cincinnati.

Three resolutions were passed at the final board meeting. One reaffirmed approval of the joint Allied-Theatre Owners of America action in enlisting federal aid to persuade distributors to set up a voluntary all-inclusive arbitration system, including film rentals, selling policies and trade practices and to modify the consent decree to enable divorced circuits to engage in production and distribution under specified circumstances.

Another resolution urged regional Allied units to consider the joint Allied-TOA program at the earliest date and to notify the Justice Department of their position.

The final resolution censured certain trade papers for their reporting of the Allied-TOA cooperative plan.

Prices Discussed

Discussions among the Allied States Association board of directors yesterday morning were concentrated on film prices, specifically, according to Allied president Shor, "M-G-M's terms for 'Guys and Dolls,' Paramount's new 40 per cent floor policy announced for 'The Court Jester,' 'Anything Goes' and 'The Rose Tattoo,' and Warner Brothers' 'Helen of Troy, also floored at 40 per cent." Shor said that the board "is very aggravated" by these terms.

The National Allied president also "regretted that the producers have no regard for the Small Business Group whose Senate hearing is set for March 21-22." He flatly contradicted rumors that Allied has any intention of withdrawing its request for Federal relief saying that contrarywise, if these conditions continue "there will be other converts to our proposal for Federal regulation." He failed to name these "other converts."

AB-PT Seeks Further Divestiture Extension

American Broadcasting - Paramount Theatres will ask the Justice Department for still another extension of its final divestiture deadline.

The present deadline is March 3. At the time of the last extension, on Dec. 3, the circuit still had 31 theatres to dispose of. Circuit officials indicated that these last theatres are proving the hardest to sell, and hence more time will be needed.

Hartman

(*Continued from page* 1)

lease. His contract as Paramount executive producer still had several years to go. He has been executive producer at the studios since 1951.

The first three pictures to be produced by Hartman under the new setup will be: "The Matchmaker," by Thornton Wilder; "The Chalk Garden," by Enid Bagnold, and "Desire Under the Elms," by Eugene O'Neill.

The Paramount studio will continue to function under the general supervision of Y. Frank Freeman, with Jack Karp as executive assistant, D. A. Doran as production assistant and John Mock as story editor.

Booking-Buying

(*Continued from page* 1)

seven other membership applications under consideration.

Cohen emphasized that each member will continue to operate under its own autonomy, joining only to exchange common problems. The organization plans eventually to have membership representation in every exchange center. The only other business was the discussion relative to organization at a forthcoming meeting on a date to be announced. Cohen said he hoped to announce at the time the name of a permanent executive secretary.

The present 16 members are: ABC Theatrical Enterprises, Atlanta and Jacksonville; Queen City Booking Service, Charlotte; Theatre Owners Corp., Cincinnati; Cooperative Theatres of Ohio, Cleveland and Buffalo; Texas Theatre Service Co., Dallas; Exhibitors Service Corp., Memphis; Mescop, Inc., Wisconsin; Theatre Associates Inc., Minneapolis; Hunt Enterprises, Oklahoma City; Capital Service, Inc., Milwaukee; Stern-Hanna Theatres, Pittsburgh; Oregon Theatres Cooperative, Portland; Film Service Corp., Salt Lake City; Saffle Theatre Service, Seattle; Tri-State Theatre Service, Philadelphia, and Independent Theatre Service, Washington.

Drive-in Me

(*Continued from page* 1

reserved virtually all of the av
booth space.

The convention will be open
mally at a luncheon for delega
wives in the Grand Ballroom
Cleveland Hotel, at which
Frank J. Lausche of Ohio is
uled to make the welcome a
Horace Adams, convention ch
will deliver the keynote addre
lowing which the delegates w
down to business with clinics
ing the fields of exploitation,
sions and equipment as they
to drive-in theatres. The con
will end on Thursday night w
customary banquet hosted by
Cola. Other social events duri
three days will be sponsor
Pepsi-Cola and Berlo Vending

Exhibit Booths Taken

Firms that will display thei
in the exhibit booths are t
lowing:

Arena & Real Pizza Crust
Orvin Industries, Ballantyne Co
Vending Co., Bevelite Corp.,
man Dairy Co., Carbonic Dis
Inc.; Castleberry's Food Co.,
Cola Co., Confection Cabinet
Cramore Fruit Products, Inc.;
Popcorn Machines, Dawo
Drive-In Recording Service, D
Theatre Mfg. Co., Electromode,
Co., Fepco Theatre Advertisers,
Rite Foods, Inc. and Can-O
Guisepi's Frozen Food Co.,
Manufacturing Corp., Hertner E
Co., Hollywood Servemaster C
Tulip Cup Co., Manco-Vision,
ley, Inc.; Mid East Sales Co.,
apolis Speaker Reconing,
Equipment Co., National Carbo
National Market Equipment Co
tional Theatre Supply, Ohio Ste
& Barbecue, Original Crispy
Pizza, Pepsi-Cola Co., Perel Pr
Co., Pic Corp., Raytone Screen
RCA, Rex Specialty Bag Corp.,
Reynolds Tobacco Co., Smit
Ham & Products Co., Sports
Corp., Steel Products Co.,
Electric Co., Thermolater Corp.
Advertising Service and Tyso
fey Corp.

SBC Hearings

(*Continued from page* 1)

Support Bill. Subcommittee of
said the postponement all the
until March 21 and 22 was als
cause of the Farm Bill, whi
scheduled to come up on the S
floor late this week.

They said Humphrey wante
put the hearings far enough ba
that there would be no possi
that they would have to be postp
again because of the Farm Bill.

Present plans are for the Mar
and 22 hearings to be devoted t
hibitor witnesses, with distributo
government officials to be heard
Subcommittee officials said they
have the exhibitor witnesses line
for the earlier Feb. 2 dates,
would have to check now to s
the same witnesses could testif
the new dates.

nplete Academy ard Nomination

emy of Motion Picture Arts iences' nominations for the nual Awards of Achievement blished herewith. Nominations op six categories—Best Picture, ctress, Best Actor, Best Sup- Actor and Actress, and Best were published in yester- OTION PICTURE DAILY.

ART DIRECTION OF A -AND-WHITE PRODUCTION: oard Jungle," M-G-M, Cedric and Randall Duell; set direc- dwin B. Willis and Henry "I'll Cry Tomorrow," M-G-M, Gibbons and Malcolm Brown; ection, Edwin B. Willis and Hunt; "The Man With the Arm," Otto Preminger-United Joseph C. Wright; set direc- rrell Silvera; "Marty," Hecht- er-United Artists, Edward S. and Walter Simonds; set , Robert Priestley; "The Rose Hal Wallis, Paramount, Hal and Tambi Larsen; set di- Sam Comer and Arthur

ART DIRECTION OF A PRODUCTION: "Daddy Long 20th Century-Fox, Lyle Wheeler n De Cuir; set direction, Wal- Scott and Paul S. Fox; "Guys lls," Samuel Goldwyn Pro- , M-G-M, Oliver Smith and Wright; set direction, Howard "Love Is a Many-Splendored 20th-Fox, Lyle Wheeler and W. Davis; set direction, Walter t and Jack Stubbs; "Picnic," a, William Flannery and Jo r; set direction, Robert ; "To Catch a Thief," Para- Hal Pereira and Joseph Mc- Johnson; set direction, Sam nd Arthur Krams.

CINEMATOGRAPHY OF A AND-WHITE PRODUCTION: oard Jungle," M-G-M, Russell "I'll Cry Tomorrow," M-G-M, E. Arling; "Marty," Hecht- r-United Artists, Joseph La "Queen Bee," Columbia, Lang; "The Rose Tattoo," Hal Paramount, James Wong

CINEMATOGRAPHY OF A PRODUCTION: "Guys and Samuel Goldwyn Productions, Harry Stradling; "Love Is a lendored Thing," 20th-Fox, amroy; "A Man Called Peter," , Harold Lipstein; "Okla- Rodgers & Hammerstein- heatre Corp., Robert Surtees; tch a Thief," Paramount, Burks.

COSTUME DESIGN OF A AND-WHITE PRODUCTION: Tomorrow," M-G-M, Helen he Pickwick Papers," Renown on, Kingsley International, Dawson; "Queen Bee," , Jean Louis; "The Rose Hal Wallis, Paramount, Edith Jgetsu," Daiei, Edward Har- panese), Tadaoto Kainoscho.

COSTUME DESIGN OF A PRODUCTION: "Guys and amuel Goldwyn Productions, Irene Sharaff; "Interrupted M-G-M, Helen Rose; "Love y-Slendored Thing," 20th-Fox, e Maire; "To Catch a Thief," nt, Edith Head; "The Virgin 20th-Fox, Charles Le Maire y Wills.

ISTINCTIVE ACHIEVEMENT UMENTARY PRODUCTION: SUBJECTS—"The Battle of rg," M-G-M, Dore Schary, ; "The Face of Lincoln," y of Southern California ion, Cavalcade Pictures, Wil- ume, producer; "Men Against ic," Walt Disney, producer; FEATURES — "Heartbreak Ridge," Rene Risacher, producer; "Helen Keller in Her Story," Nancy Hamilton, producer.

BEST FILM EDITING: "Blackboard Jungle," M-G-M, Ferris Webster; "The Bridges of Toko-Ri," Paramount, Alma Macrorie; "Oklahoma!", Rodgers & Hammerstein, Magna, Gene Ruggiero and George Boemler; "Picnic," Columbia, Charles Nelson and William A. Lyon; "The Rose Tattoo," Hal Wallis, Paramount, Warren Low.

BEST SCORING OF A MUSICAL PICTURE: "Daddy Long Legs," 20th-Fox, Alfred Newman; "Guys and Dolls," Samuel Goldwyn, M-G-M, Jay Blackton; "It's Always Fair Weather," M-G-M, Andre Previn; "Love Me or Leave Me," M-G-M Percy Faith and George Stoll; "Oklahoma!", Rodgers & Hammerstein, Magna Theatres; Robert Russell Bennett, Jay Blackton and Adolph Deutsch.

BEST SCORING OF A DRAMATIC OR COMEDY PICTURE: "Battle Cry," Warner Brothers, Max Steiner; "Love Is a Many Splendored Thing," 20th-Fox, Alfred Newman; "The Man With the Golden Arm," Otto Preminger, United Artists, Elmer Bernstein; "Picnic," Columbia, George Duning, "The Rose Tattoo," Hal Wallis, Paramount, Alex North.

BEST SONG IN AN ELIGIBLE PICTURE: "I'll Never Stop Loving You," "Love Me or Leave Me," music by Nicholas Brodszky and lyric by Sammy Cahn; "Love Is a Many-Splendored Thing," music by Sammy Fain and lyrics by Paul Francis Webster; "Something's Gotta Give," "Daddy Long Legs," music and lyrics by Johnny Mercer; "Love Is the Tender Trap," "The Tender Trap," music by James Van Heusen and lyrics by Sammy Cahn; "Unchained Melody," "Unchained," music by Alex North and lyrics by Hy Zaret.

BEST ACHIEVEMENT IN SHORT SUBJECTS: ONE REEL — "Gadgets Galore," Warner Brothers, Robert Youngson, producer; "Survival City," 20th-Fox, Edmund Reek, producer; "3rd Ave. El," Ardee Films, Carson Davidson, producer; "Three Kisses," Paramount, Justin Herman, producer; TWO-REEL—"The Battle of Gettysburg," M-G-M, Dore Schary, producer; "The Face of Lincoln," Cavalcade Pictures, Wilbur T. Blume, producer; "On the Twelfth Day . . . ", Go Pictures, George K. Arthur, producer; "Switzerland," Walt Disney, producer; "24 Hour Alert," Warner Brothers, Cedric Francis, producer; CARTOONS (1,000 FEET OR LESS)—"Good Will to Men," M-G-M, Fred Quimby, William Hanna and Joseph Barbera, producers; "The Legend of Rock-a-Bye Point," Universal, Walter Lantz, producer; "No Hunting," RKO Radio, Walt Disney, producer; "Speedy Gonzales," Warner Brothers, Edward Selzer, producer.

BEST SOUND RECORDING: "Love Is a Many-Splendored Thing," Carl W. Faulkner; "Love Me or Leave Me," Wesley C. Miller; "Mister Roberts," William A. Mueller; "Not As a Stranger," Watson Jones; "Oklahoma!", Fred Hynes.

BEST SPECIAL EFFECTS: "The Bridges at Toko-Ri," Paramount; "The Dam Busters," Associated British Picture, Warner Brothers; "The Rains of Ranchipur," 20th-Fox.

BEST WRITING FOR MOTION PICTURE STORY: "Love Me or Leave Me," Daniel Fuchs; "The Private War of Major Benson," Joe Connelly and Bob Mosher; "Rebel Without a Cause," Nicholas Ray; "The Sheep Has Five Legs," based on stories by Jean Marsan, Henry Troyat, Jacques Perret, Henri Verneuil and Raoul Ploquin; "Strategic Air Command, Beirne Lay, Jr.

BEST SCREENPLAY: "Bad Day at Black Rock," Millard Kaufman; "Blackboard Jungle," Richard Brooks; "East of Eden," Paul Osborn; "Love Me or Leave Me," Daniel Fuchs and Isobel Lennart; "Marty," Paddy Chayefsky.

BEST STORY AND SCREENPLAY: (writers who have developed their own motion picture stories into completed screenplays) — "The Court Martial of Billy Mitchell," Milton Sperling and Emmet Lavery; "Interrupted Melody," William Ludwig and Sonya Levien; "It's Always Fair Weather," Betty Comden and Adolph Green; "Mr. Hulot's Holiday," Jacques Tati and Henri Marquet; "The Seven Little Foys," Melville Shavelson and Jack Rose.

More of a 'Professional' Touch

NBC 'Oscar' Nominations Telecast Showed Improvement Over Last Year

By MURRAY HOROWITZ

A smooth, professional touch accented this year's show of the Academy Award nominations, seen over NBC-TV Saturday night from 9 to 10:30, EST.

From a trade viewpoint the show appeared interesting throughout, but the interest of the general public probably waned as nominations went into the technical categories. Apparently, the Academy had a difficult assignment to retain the public's interest for an hour-and-a-half, while list of nominees ranging from the best sound to the best picture of the year were disclosed.

Yet, everything was handled with organization and intelligence this year, as contrasted to previous Academy telecasts. With Fredric March serving as "anchor man," a roster of stars served as host and hostess for the event, reading off the winning nominees, many of whom were present at the NBC Coast Theatre.

Film clips from best picture and other nominations were wisely selected, showing some dramatic highlights which could very well serve as trailers for theatrical exhibition. It should be noted, however, that some of the glamour associated with a number of performing stars did not stand up too well before the uncompromising TV camera's eye. A recapitulation of the nominations in the top categories would also have aided the program, in light of the seemingly bewildering number of nominations and categories from the viewpoint of the general public.

Titles and names of winning nominations frequently were superimposed on film clips of last year's "Oscar" awards. While the technique served its purpose, it would have been wiser to use it more sparingly.

A lighter touch, which would not deprive the show of any of its dignity, also would have been welcomed. Comedian Jerry Lewis who will be on hand for "Oscar Night" on March 21 should supply the needed levity. He did just that when he came on for a few moments on last Saturday night's show, with dignity, too.

Academy Telecast

Theatres Say Business Good On Sat. Night

Theatre business during the 90-minute national telecast of the Academy of Motion Picture Arts and Sciences nominees for its 28th annual Awards of Achievement, which were presented last Saturday evening over the television network of the National Broadcasting Co., was considered "satisfactory" and "good," according to a number of Eastern circuit and independent theatre executives.

The presentation of the "Oscar" nominations, which was sponsored for the second year by the Oldsmobile Division of General Motors, was seen by an estimated television audience of 44,000,000 over 123 TV stations.

NBC-TV network officials yesterday reported that the Trendex rating for the 9:00 to 10:30 p.m. EST show was an average 28.1 as compared with the Trendex rating of 30.6 attained last year.

Business in Broadway and many neighborhood theatres on Saturday evening was termed by one Eastern circuit official as "quite satisfactory."

Critic Views Diverse

Critics on New York City newspapers had varied opinions about the second telecasting of the "Oscar" nominations. Ben Gross of the "Daily News" said that it was a "dull show for TV viewers." Gross, commenting further, said that "in 1955, the nominations telecast seemed to be an absolute madhouse, a disorganized melange of incongruous elements. This year, it was exceedingly well organized, smoothly done, and ran off without an apparent hitch. But it had one slight defect — it was dreadfully dull."

The representative of the "Times" reported that "it was unlikely than any viewers watching the Academy Award nominations on NBC-TV were overcome with excitement. This preliminary to the awarding of the 'Oscars' is, of its nature, a rather routine event. It was presented, however, with a professional touch that was appallingly absent last year."

Jack OBrian in the "Journal American" declared that "The 'Oscar' nominations were a confusing mishmash.

Compo Estimates Prove Accurate

The Academy Awards nominations ballots, which were sent to 14,834 members of the industry last Jan. 23, also pointed out that the Council of Motion Picture Organizations Audience Awards poll could be construed as a "preview" in naming the "Oscar" winners. "Mister Roberts," which won the COMPO poll, received one of the five nominations as Best Picture. The late James Dean and Jennifer Jones, both COMPO Audience Awards winners, also received nominations in the Best Actor and Actress Academy classifications.

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—Front page, N. Y. Journal-American

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MOTION PICTURE DAILY

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. 79. NO. 36 NEW YORK, U. S. A., THURSDAY, FEBRUARY 23, 1956 TEN CENT

tline Agenda

OMPO Board ue to Meet Few Weeks

Re-Examine Issue Triumvirate Setup

y MURRAY HOROWITZ

board of directors of the il of Motion Picture Organiza- is expected to meet within the ew weeks, it was learned here. ng the agenda will be the re- nation of the governing trium- set-up for the organization, the on of a national chairman for xt Audience Awards campaign, discussion of the anti-tax cam- now in progress.

its last membership meeting on 15, Robert Coyne, special PO counsel, was appointed for erim period to the governing irate to fill the vacancy caused resignation of Wilbur Snaper, State's representative. It was

(*Continued on page* 2)

wis Warns Shortages

By WILLIAM PAY

NDON, Feb. 22.—A sharp warn- garding the increasing shortage duct here has been voiced by Davis, managing director of the hur Rank Organisation, who d also to a falling off in quality ures generally. The Davis talk feature of the Rank theatre ers' convention.

lity in American films also,

(*Continued on page* 7)

vman Leaves Rep., Head Drive-Ins

Special to THE DAILY

BANY, Feb. 22.—Arthur J. New- who resigned as Republic manager here, effective April enter the drive-in field. New- s president of United Drive-in es Corp., which proposes to

(*Continued on page* 6)

Says Wholesome Entertainment Demanded

Ohio Gov. Lausche Warns Industry On Presentation of Off-Color Films

Special to THE DAILY

CLEVELAND, Feb. 22.—Unless the motion picture industry polices itself in the production and exhibition of clean pictures, state governments will do the policing themselves, Ohio Gov. Frank J. Lausche warned here at the opening session of the National Drive-in Convention.

Speaking at the luncheon session, Gov. Lausche said the people wanted and would demand wholesome film entertainment and he asked that exhibitors refrain from jeopardizing their present and future operations by showing off-color pictures.

The session was concluded with a demonstration of M-G-M's robot who

(*Continued on page* 7)

Fitter Named UA Western Div. Head

Al Fitter has been appointed Western division manager of United Artists, it was announced by William J. Heineman, vice - president in charge of distribution.

Al Fitter

Fitter, who had been assistant to Hugh Owen, vice-president of Paramount Film Distributing Corp., replaces James R. Velde, recently named AA's

(*Continued on page* 2)

'King' to Be in 35mm., 20th-Fox Tells Allied

Special to THE DAILY

CLEVELAND, Feb. 22. – Twentieth Century-Fox has agreed to release "The King and I" in 35mm. CinemaScope in July, Allied president Ruben Shor announced here at the National Drive-in Exhibitors Convention.

The Allied board previously had sent a telegram to 20th-Fox president Spyros Skouras urging him to withdraw the company's announced policy to release the picture initially only on a roadshow basis in the new 55mm. process.

Senate Group Asks For Pay-TV Decision

From THE DAILY Bureau

WASHINGTON, Feb. 22. – The Senate Commerce Committee would like the Federal Communications Commission to make up its mind fairly soon as to whether or not it has the legal right to authorize subscription television.

This statement by Committee Chairman Magnuson (D., Wash.) followed statements by FCC Chairman

(*Continued on page* 2)

Freed Says 'Machine Age' Ended

Finds Foreign Appeal for Musicals Similar to That of Regular Films

Certain musicals do very well in the foreign market and, in some instances, foreign grosses exceed domestic grosses for a given musical, veteran producer Arthur Freed, a specialist in musical productions, stated here.

Freed, whose next two productions will be "Silk Stockings" and a musical version of "Gigi," cited "Kiss Me Kate" as doing very well in the foreign field and only fair in this country. He went on to say that "American in Paris," "Showboat" and "The Great Caruso" also did excellent business abroad, adding that the principles holding true for the appeal of regular subjects abroad also hold true for musicals.

The veteran producer, whose most recent pictures include "Kismet"

(*Continued on page* 2)

Keynote Speech

Adams Calls For Unity at Drive-In Meet

Says Cooperation with Other Exhibitors Pays

Special to THE DAILY

CLEVELAND, Feb. 22. – The greatest fault of exhibition is the lack of unity and the lack of desire to cooperate with one's competitor, Horace Adams, general chairman of the third annual convention of the National Allied Drive-in Theatre Owners Association, said here yesterday in his keynote address at the Cleveland Hotel.

Horace Adams

The most stupid mistake that a business man can make, Adams

(*Continued on page* 7)

U.S. to Keep Film Studios

By J. A. OTTEN

WASHINGTON, Feb. 22. – The Defense Department has decided not to close down any of its five motion picture production studios, it was learned. After a thorough study of the situation and after recommendations by industry and government groups that at least some production

(*Continued on page* 6)

Rhoden Expects 1956 To Be Better Than '55

From THE DAILY Bureau

LOS ANGELES, Feb. 22.—Elmer C. Rhoden, president of National Theatres, told stockholders at the annual meeting that he expects the results from the fiscal year 1956 to exceed 1955. Citing the recent prod-

(*Continued on page* 6)

PERSONAL MENTION

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, left New York yesterday for a two-week visit to the Coast.

•

Roy M. Brewer, Allied Artists supervisor of branch operations, has arrived in Dallas from New York and is expected to return here over the weekend via New Orleans.

•

William C. Gehring, 20th Century-Fox executive assistant general sales manager, has returned to New York from Hollywood.

•

Norton V. Ritchey, president of Allied Artists International Corp., is expected to leave here over the weekend for the Far East.

•

Jack Diamond, Universal's studio publicity director, is in New York from the Coast.

•

Martin S. Davis, Eastern advertising and publicity director for Allied Artists, is in Philadelphia from New York.

•

Harold L. Hackett, president of Official Films, left New York yesterday for Nassau, B.W.I., via B.O.A.C.

COMPO Meet Soon

(*Continued from page* 1)

decided then that the next board of directors meeting, now upcoming, would take up the question of a permanent replacement for Snaper, as well as explore whether COMPO should be governed by a triumvirate set-up, now that Allied States has withdrawn from membership.

Another member of COMPO's governing triumvirate, Al Lichtman, distribution director of 20th Century-Fox, is due to retire in March and his replacement will be made by the Motion Picture Association of America, it was stated. Sam Pinanski, representing Theatre Owners of America, is the other member of COMPO's governing triumvirate.

Fitter Named

(*Continued from page* 1)

general sales manager. He takes over his new post on March 12.

As Western division manager, he will supervise the UA exchanges in Chicago, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis, Denver, Los Angeles, Salt Lake City, San Francisco and Seattle. He entered the industry in 1946 as a Paramount sales trainee in New Haven.

New Highs Reported For Film Exports By Commerce Dep't

Special to THE DAILY

WASHINGTON, Feb. 22. – U. S. exports of motion picture film and equipment were at record levels in 1955, according to Commerce Department film chief Nathan D. Golden.

Nathan Golden

He put 1955 shipments at $43,835,049, a 12% increase over the 1954 exports of $39,082,772. Golden pointed out there were gains in the shipments of almost all types of exposed films, rawstock and equipment.

Shipments of exposed or developed motion picture feature films rose from 323,404,549 linear feet valued at $12,445,419 in 1954 to 369,829,376 feet valued at $14,157,413 last year. Shipments of 35 mm. and 16 mm. positive features rose sharply both in terms of feet and dollar value, while shipments of 35 mm. and 16 mm. negative features rose in terms of linear feet but dropped slightly in dollar value.

Rawstock exports rose from 452,857,393 linear feet valued at $12,166,553 in 1954 to 524,669,513 feet valued at $14,753,910 in 1955. All six categories–35 mm. positive and negative, 16 mm. positive and negative, and 8 mm. positive and negative–shared in the increase.

'Las Vegas' Opening Viewed on Color TV

LAS VEGAS, Nev., Feb. 22.–The world premiere of M-G-M's "Meet Me in Las Vegas," held here last night at the 800-seat El Portal Theatre, marked the first time that such an event was the subject of a color telecast. The ceremonies formed a feature of Milton Berle's NBC program, which originates here.

Proceeds from last night's performance were donated to the Children's Hospital of Las Vegas Variety Club, Tent No. 39. Approximately $5,000 was raised for the cause.

Skouras, Adler Here

Twentieth Century-Fox president Spyros P. Skouras, accompanied by production executive Buddy Adler, and Eastern studio representative Joseph H. Moskowitz, and publicity director Edward E. Sullivan, have arrived in New York from Hollywood following studio conferences on Darryl F. Zanuck's "The Man in the Gray Flannel Suit."

Freed Says

(*Continued from page* 1)

and "Always Fair Weather" for M-G-M, explained that his current status with M-G-M is that of an independent producer releasing through that company, with a commitment to deliver four pictures over a three year period. M-G-M is supplying part of the financing for his new projects, he went on, stating that preparation on the two pictures now is underway.

Questioned about current conditions in Hollywood, Freed said that as far as the major studios are concerned, there is a "kind of end of the machine age." He went on to say the accent appears to be on independent producers tieing up with the large studios. The process, he continued, had its roots in divorcement, higher costs aided and abetted by competitive media, notably TV, causing the end of film making on a production-line basis. In today's market, he maintained, with the need for attractions with big drawing power, motion picture production requires the stamp of individuality.

'Natural Progression'

He called the above phenomena a "natural progression," similar to what happened in the legitimate theatre, contrasting the time the Shubert interests produced stage shows and vaudeville acts, to the current situation in the legitimate theatre, with the stage shows handled by individual producers.

Asked about the effects of the inauguration of the five-day week for studio technicians on the Coast, Freed replied that the change is bound to raise production costs, estimating the increase from 15 to 20 per cent.

One of the big problems in production, he stated, is to get the proper story material, pointing out that a highly competitive market exists for any potential first class material. He cited this factor as one reason for the fact that fewer pictures are made today as compared to years ago.

Senate Group

(*Continued from page* 1)

George McConnaughey that he thought the Commission had the legal right to authorize toll-TV if it wanted to, but wasn't completely sure on the subject.

The matter came up at the committee's hearings on Tuesday, when FCC officials returned for their fourth day of questioning. Just before the hearing adjourned until next Monday, committee counsel Kenneth Cox mentioned Commissioner Lee's previous testimony that toll-TV should be approved temporarily to help out UHF television stations.

"Does the Commission have the legal right to authorize toll-TV if it wants to?," Cox asked McConnaughey. "I think so," McConnaughey replied.

. . . NEW
ROUNDU

Endorses Easter Campa

The Northern California T
Association has endorsed the
Easter Seal Campaign for C
Children.

■

Foundation Benefits in

The late Eugene H. Emmic
of the founders and president
Golden State Theatre and
Corp. and United California Th
Inc., has left 10 per cent of his
to the Blind Babies Foundation
Variety Club of Northern Cali

■

Quarterly Dividend for P

Famous Players Canadian
has declared a dividend of 37½
on the common stock for the
ending March 31. It is payal
March 26 to holders of reco
March 2.

■

Nepo Buys Theatre Bui

The Times Theatre Building
cago, has been purchased by
Nepo, head of Nepo Enterpris
a reported $55,000. Moderni
has been started. Nepo plans
open the theatre within a mo
two.

■

"Oklahoma!" a Sellout

Advance seat sales for "Oklah
in the Todd-AO process at the
seat Film Centre at Baltimore
ed in a complete sellout for th
week, with the opening schedul
Feb. 28.

"Showplace of the East"
FOR YOUR SCREENIN
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▶ 16, 17½ & 35 mm tape interlock
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PEOPLE

ng **Allen** and **Albert Broccoli,** of Warwick Productions, have ıled a luncheon interview here at which they will challenge statements accusing American tors of reluctance to show films in foreign countries. As pro- of nine films for Columbia re- four of which have already successfully exhibited in this y, they will base their state- on their own experiences. They lso discuss progress of Anglo- can film production.

¤

ph **Krause** has resigned as man- f the Alahambra and Milwau- heatres to accept a position as nsin promotion man for Decca ds.

¤

cent **Fennelly,** who arrived in York last weekend, has sched- ı press conference for Monday Allied Artists office here. He onfer with company executives ıns for "Crime in the Streets," he produced, and which is in- l for release this spring.

¤

A. W. Trueman, Canadian nment film commissioner, has elected president of the Cana- Vriters Foundation.

TOA Calls Meet Hear Hyman

S ANGELES, Feb. 22.—Nearly exhibitors, including indepen- and circuit executives, attended ial meeting in the Variety Club called by the Southern Califor- 'heatre Owners Association to Edward L. Hyman, vice-presi- of American Broadcasting- ıount Theatres, report in detail sults of conferences with major ıutors concerning maintenance teady flow of quality film prod-

report was the fourth in a country series being made by n.

ınze to Be Dined U. A. Tomorrow

ted Artists tomorrow will tender well banquet to B. G. Kranze Sherry-Netherland Hotel here. e is resigning as UA's general manager to become vice-presi- of the Cinerama division of y Warner.

otal of 95 United Artists execu- and key personnel who have associated with Kranze during ve years with the company will l the testimonial dinner.

Publicists Guild Will Represent M-G-M's Home Office Group

The Screen Publicists Guild (District 65) has applied to the National Labor Board for certification as bargaining agent for members of the M-G-M home office advertising and publicity departments, it was announced by SPG president Harry Hochfeld.

M-G-M advertising and publicity employees here were members of the SPG from the union's beginning in 1940 until a little more than five years ago when the SPG left the United Office and Professional Workers Union to join District 65. They had remained unorganized until now. The SPG head stated that Howard Dietz, M-G-M vice-president, was informed on Monday of the SPG action and on the same day representatives of the Guild's parent body, District 65 of the Retail, Wholesale and Department Store Union (AFL-CIO) petitioned the NLRB for certification.

Texas Drive-in Assn. Opens Dallas Meet

From THE DAILY Bureau

DALLAS, Feb. 22.—The fourth annual convention of the Texas Drive-in Theatre Owners Association opened Tuesday in the Statler Hilton Hotel here. The opening address by Charles W. Weisenberg, president, welcomed the delegates and introduced other officers of the association and thanked all the members of the various committees who planned the meeting.

Other speakers at morning session included Arthur Stern, who discussed drive-in theatre insurance problems, and Arnold Ablon, who talked about the tax problems of outdoor theatres.

M-G-M First User of Biggest Billboard

The world's largest advertising sign, which proclaims that M-G-M's "Meet Me in Las Vegas" will be the next attraction at the Astor Theatre here, was completed at the Broadway and 45th to 46th streets location on Tuesday, after two postponements because of inclement weather.

The block-long sign is 60 feet high and 270 feet long. M-G-M is the first user of the billboard, the deal having been negotiated with Artcraft Strauss Sign Corp. by Silas F. Seadler, M-G-M's advertising manager.

Lawrence President Of Film Producers

The Film Producers Association of New York has elected Robert Lawrence president of the organization. Lawrence, who is president of Robert Lawrence Productions, Inc., succeeds Walter Lowendahl, executive vice-president of Transfilm, Inc., who now becomes a member of the FPA board of directors.

See ATFP Approval Of SWG-AMPP Pact

From THE DAILY Bureau

HOLLYWOOD, Feb. 22.—The contract between the Screen Writers Guild of America and the Association of Motion Picture Producers approved this week by guild membership meetings in New York and here, and giving television writers improved price levels and an increased share in residuals, is expected to be accepted also by the Alliance of Television Film Producers.

The unique feature of the pact is the budgetary differentiation between high-budget and low-budget telefilms as the controlling factor in setting minimum salaries. Fifteen-minute films budgeted above $16,500 are termed high-budget productions; the ceiling on a 30-minute low-budget telefilm is $27,500; the 60-minute limitation for the low-budgeter is $52,250.

Brotherhood Service Held in Kansas City

KANSAS CITY, Feb. 22.—As a part of the observance of Brotherhood Week by the Kansas City motion picture industry, about 400 persons attended a special service this week at the Uptown Theatre. In order to permit employees to attend, offices on film row and in other parts of the city were closed during the time of the meeting.

The speakers, representing different faiths, were Dr. R. Lofton Hudson, Rabbi Louis J. Cashdan, and Rev. Joseph Sullivan.

O'Dwyer, Gannaway To Make 2 Yearly

HOLLYWOOD, Feb. 22.—William O'Dwyer, former New York mayor, and Albert C. Gannaway have formed International Pictures, Inc., to make two films annually, beginning with "Tramp Steamer," now being written by Tom Hubbard, which will be filmed off Acapulco, Mexico.

No release channel has been chosen.

Arnow Joining H-L As Vice-President

HOLLYWOOD, Feb. 22.—Maxwell Arnow, following a long association with the Columbia studio, and before that with David O. Selznick on "Gone with the Wind," will join John Hecht-Lancaster Productions as a vice-president and member of the general executive staff.

SPG to Hear Goldenson

HOLLYWOOD, Feb. 22.—Leonard Goldenson, president of American Broadcasting - Paramount Theatres, will address the membership of the Screen Producers Guild at a dinner meeting March 5, at Romanoff's Restaurant, Guild president Samuel G. Engel announced, and will present a 10-point program designed to promote closer producer, distributor and exhibitor cooperation.

Trade Board Says

Over 50% of UK Theatres Have 'Scope

From THE DAILY Bureau

LONDON, Feb. 22.—More than half of the total number of theatres in Britain, 2,523 houses which provide three-quarters of the total seating capacity in the nation, were equipped for CinemaScope product by the end of September, 1955, according to the Board of Trade Journal, which also disclosed that 600 theatres possessed multi-channel sound apparatus then.

The Board of Trade report, commenting on the rapid growth of theatres equipped with new screen techniques, compared its findings with a survey conducted during the first quarter of 1954 when emphasis was placed on 3-D and only 176 theatres presented 3-D product in this country. Since 1954, the Board of Trade pointed out that 3-D has been virtually dropped throughout Britain.

28% of Admissions

Theatres equipped for CinemaScope presentation showed films in this wide-screen medium for approximately one-third of their screen time during the third quarter of 1955, the Board of Trade said, adding that, compared with admissions for all theatre performances, the CinemaScope product accounted for 28 per cent of the net admissions.

The Board of Trade analysis also made mention of independent and circuit theatres which are equipped for CinemaScope, revealed that 94 per cent of the big circuits have installed the wide-screen anamorphic process, medium circuits are about half equipped, and that 74 small theatres, exempt from the entertainment tax, have installed CinemaScope anamorphic equipment.

Attendance Down

Commenting on attendance figures for the third quarter of 1955, the Board of Trade said that admissions were 14.4 per cent below the corresponding 1954 quarter and 6.2 per cent below the second quarter of last year. The report admits that admissions in the 1954 third quarter figures had shown a slight increase over the previous quarter.

A representative of 20th Century-Fox pointed out that CinemaScope is now installed in over 3,000 theatres in the United Kingdom.

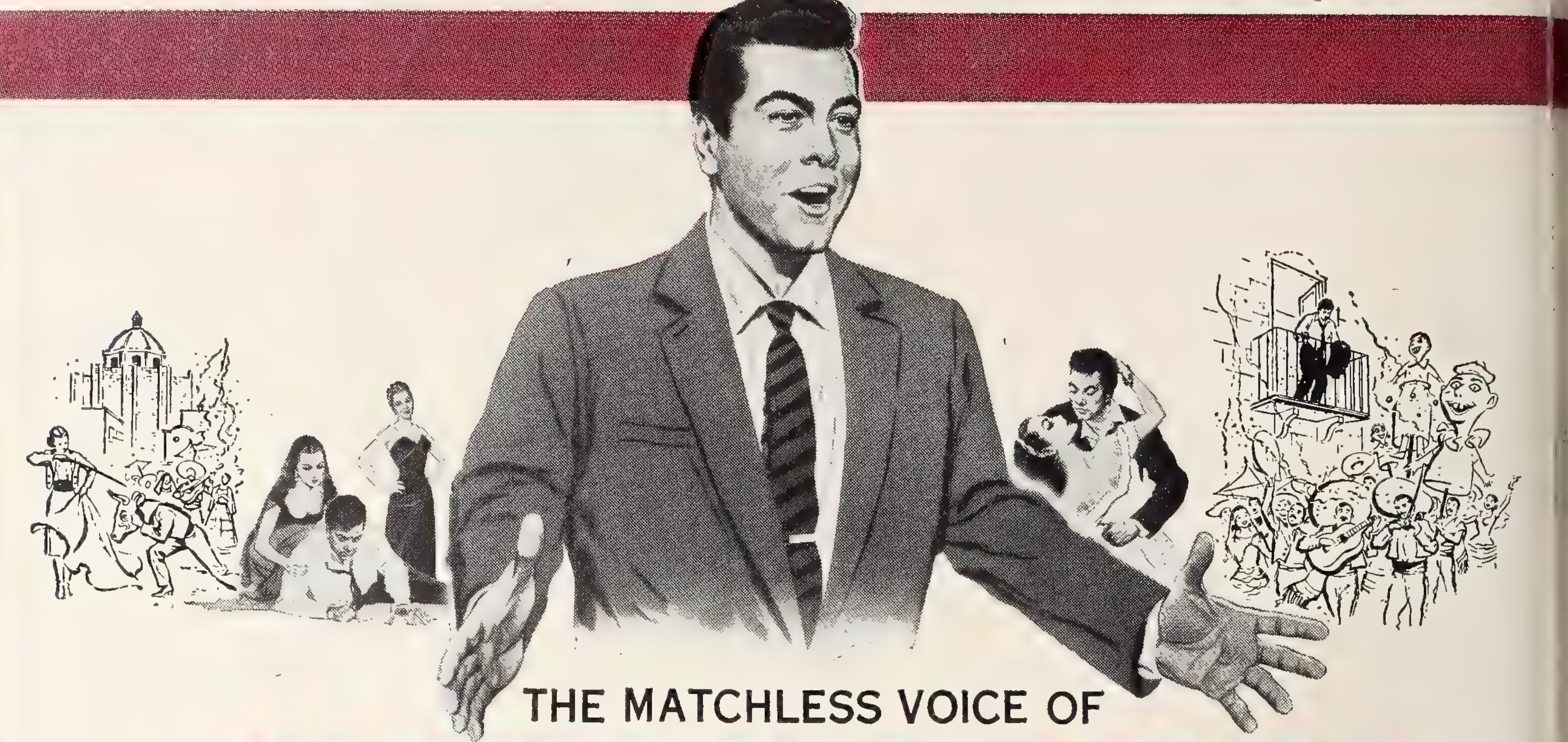
E. T. Adams Promoted

LONDON, Feb. 22.—E. T. Adams, news editor of British Movietonews since the end of World War II, has been named general manager of the company, it was announced. Jack Ramsden was appointed news and production manager, and Paul Wyand assignments manager.

INVITATION!

COME AND
WARNER

SPECIAL THEATRE SCREENING



THE MATCHLESS VOICE OF

MARIO LANZA

AND THE QUIVERING EXCITEMENT OF JAMES M. CAIN'S BEST-SELLER

"SERENADE"

COLOR BY WARNERCO

The picture selected
as the Easter Attraction
at Radio City Music Ha

CO-STARRING **JOAN FONTAINE**

SARITA MONTIEL VINCENT PRICE WITH JOSEPH CALLEIA · HARRY BELLAVER AND VINCE EDWARDS

Screen Play by IVAN GOFF & BEN ROBERTS and JOHN TWIST · ORIGINAL SONGS · Music by Nicholas Brodszky

Lyrics by Sammy Cahn · PRODUCED BY HENRY BLANKE · Directed by ANTHONY MANN

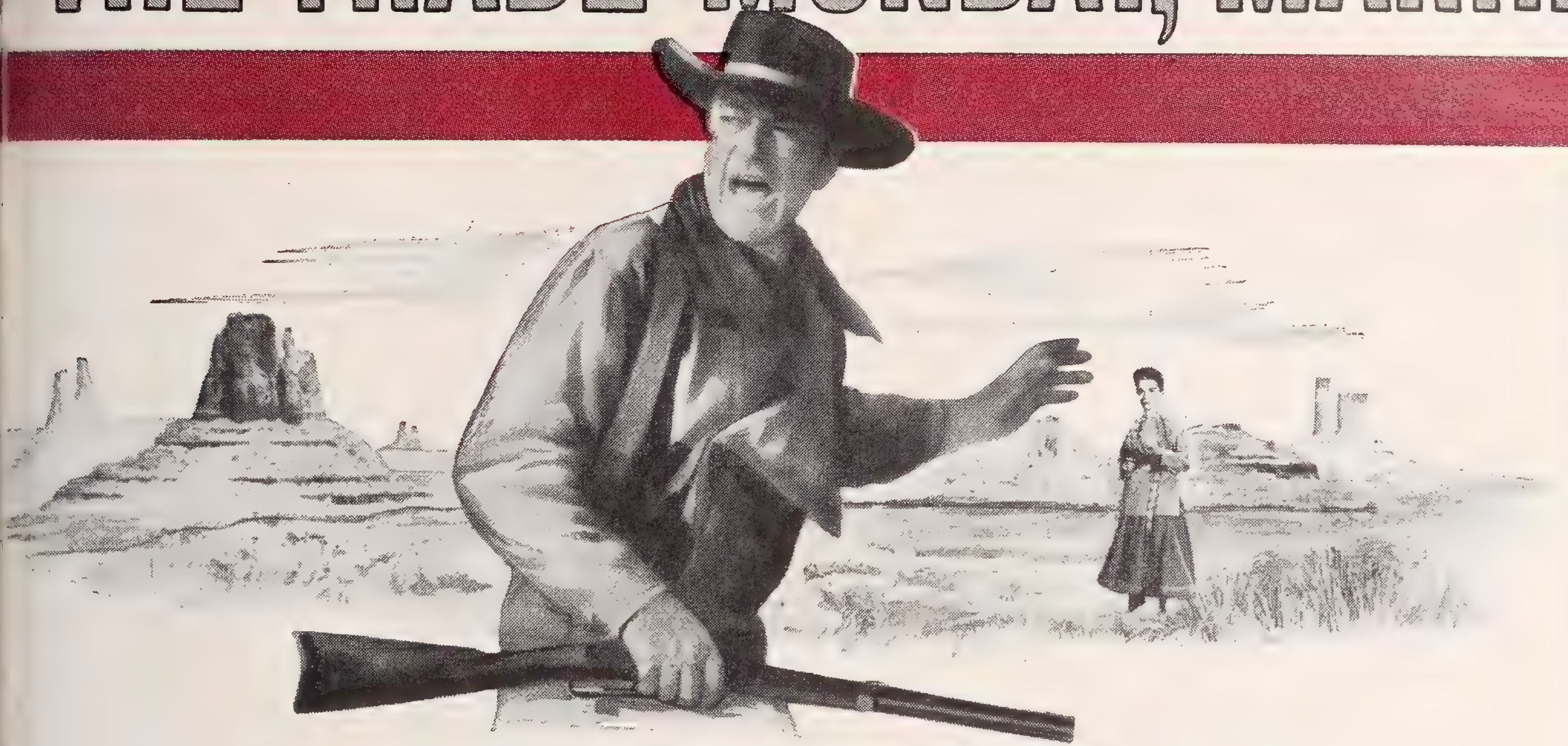
TWO SEE-FOR-YOURSELF EXAMPL
BOXOFFICE ATTRACTIONS—UNPARA

TIME AND PLACE OF SHOWINGS

ALBANY MADISON 1:00 P.M. • ATLANTA FOX 9:00 A.M. • BOSTON CAPITOL-ALLSTON 9:3
CHICAGO CENTURY 9:30 A.M. • CINCINNATI ESQUIRE 1:00 P.M. • CLEVELAND COLONY 1:
DETROIT FISHER 9:30 A.M. • INDIANAPOLIS ARLINGTON 1:00 P.M. • JACKSONVILLE ST. JO
MEMPHIS WARNER 9:00 A.M. • MILWAUKEE ALHAMBRA 9:30 A.M. • MINNEAPOLIS UPTOW
NEW YORK CRITERION 9:00 A.M. • OKLAHOMA MIDWEST 9:00 A.M. • OMAHA CENTE
PORTLAND 21ST AVENUE 1:00 P.M. • SALT LAKE VILLA 1:00 P.M. • SAN FRANCISCO ALHA

K AT *THE* ***BIG*** *LOOK* IN THE
OS. PROGRAM ON THE WAY!

THE TRADE MONDAY, MAR. 12!



THE C. V. WHITNEY PICTURE STARRING

JOHN WAYNE

IN JOHN FORD'S GREATEST PRODUCTION!

THE SEARCHERS"

VISTAVISION
MOTION PICTURE HIGH-FIDELITY
AND TECHNICOLOR

CO-STARRING JEFFREY HUNTER · VERA MILES
WARD BOND · NATALIE WOOD

Screen Play by FRANK S. NUGENT • Executive Producer MERIAN C. COOPER • Associate Producer PATRICK FORD

DIRECTED BY JOHN FORD PRESENTED BY WARNER BROS.

THE COMING LINE-UP OF MIGHTY
IN THE HISTORY OF WARNER BROS!

NIAGARA 1:00 P.M. • **CHARLOTTE** CAROLINA 9:00 A.M.
PALACE 8:45 A.M. • **DENVER** OGDEN 1:00 P.M. • **DES MOINES** UPTOWN 1:00 P.M.
KANSAS CITY BROOKSIDE 1:30 P.M. • **LOS ANGELES** BOULEVARD* 1:00 P.M.
W HAVEN ROGER SHERMAN 9:30 A.M. • **NEW ORLEANS** SAENGER 9:00 A.M.
ILADELPHIA YORKTOWN-ELKINS PARK 1:00 P.M. • **PITTSBURGH** SCHENLEY 9:30 A.M.
SEATTLE VENETIAN 1:00 P.M. • **ST. LOUIS** ST. LOUIS 12:45 P. M. • **WASHINGTON** AMBASSADOR 10:00 A.M.

Rhoden

(*Continued from page* 1)

uct shortage among the reasons for attendance declines, Rhoden said, "the future looks bright. Some great pictures will soon be available to our theatres and should improve our grosses substantially. With momentum established, 1956 should be better than 1955."

Rhoden reported working capital has increased in year to $5,864,000; and at same time NT has added $4,500,000 to fixed assets, reduced its long term debt by $1,200,000, and paid out $1,400,000 in dividends.

All members of the NT board were re-elected, and the stockholders meeting was followed by a directors meeting which re-elected all officers.

Concerning Cinemiracle, Rhoden said, "It is difficult to appraise the value of development of the Cinemiracle camera to this company, but my judgment is that it will be a most valuable asset.

"Last Thursday the Smith-Dietrich company completed the electronic lens system and the first official tests were taken at a Florida location. If we find tests up to our expectations, we will give the green light to Louis De Rochemont, who will produce our first picture in the new process."

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

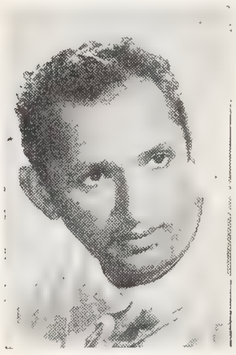
EXPANSION of the NBColorcast program will take place next month when eight more programs will be added to the color sked which to date totals more than 40 hours per month. . . . Hal Persons has resigned from "Radio Daily" to become advertising and promotion manager at Circle Film Laboratories. . . . After 17 years as sports director of Mutual Broadcasting System, Paul Jonas has joined NBC radio as sports editor. At MBS, Jonas was responsible for numerous sports "firsts.". . . Charles L. Turner, new executive producer and general manager of West Coast Sound Studios and Video Pictures, Inc., has had wide experience in both the motion picture and TV industries. Upon graduation from college, where he majored in theatre and film production technique, he joined NBC and later served a four-year hitch with the U. S. Army on training film production, later directing and producing short subjects for Universal. Several of these films were selected for the Edinburgh and Venice film festivals, and his dramatic film study of mental illness was nominated for an Academy Award.

☆ ☆ ☆

George Skinner

George CBSkinner, boss-man of the early morning TVariety program bearing his name, was tendered a surprise birthday party last week by members of his cast. Among the gifts (gifts ?????) was a book titled "Art of Housebreaking" given by vocalist Bob Eberly, a tool-kit offered by vocalist Carole Bennett, and a bottle of ants donated by zoologist Ruth Manecke. As usual the ebullient Skinner would have had the perfect alibi for the burglarlike implements and we can even hear him say it this way: "the 'housebreaking' book and tool kit was given, not because I plan a series of uninvited nocturnal visits, but because I love to tinker about the (My Very Own, please) house. As for the bottle of ants, if any one of my friends, or anyone's friends, for that matter, are planning a picnic soon, it might still be too cold for the little hymenopterous insects, so I'm willing—even anxious—to loan this swarm of ants, but with the express understanding that after the picnic they are to be rounded up and returned. Returned that is—to Miss Manecke—not to me."

☆ ☆ ☆



Jack Shaindlin

For many years musical director and composer for hundreds of motion picture short subjects and radio programs, Jack Shaindlin has been named the recipient of the coveted Clef Award, which will be presented to him Friday, March 2, on the "Wendy Barrie" program over WABD. . . . Last Thursday nite on the "Lux TV Theatre," Dick Contino and Barbara Rush were co-starred in a drama, "Night Song." Miss Rush turned in her usual fine performance but we were frankly amazed at the brilliant portrayal as "the blind pianist-composer" given by Contino, who, since the days of Horace Heidt, was universally accepted as an accomplished musician. We may also add "fine actor" after his name. . . . Malvin Wald has sold three original scripts for presentation on "Screen Directors Playhouse" (NBC-TV, Feb. 29)—"Warner Bros. Presents" (ABC-TV, March 13) and "Life of Riley" (NBC-TV, March 16). He's also preparing a half-hour musical TV series starring Betty Madigan which he'll produce.

☆ ☆ ☆

Dr. Frances Horwich, supervisor of NBChildren programs, who is also "Miss Frances" of the "Ding Dong School" series, has returned to Gotham from a four-week tour which brought her as far west as Hollywood. Gentle, genial and gifted doctor of child psychology is richer by two additional citations—an award by the National Association of Home Builders (Chicago), and another by the National Audience Board (Beverly Hills, Cal.). . . . Ted Cott, veep of DuMont, has named Walter B. Bruce, senior account executive and merchandising WABDirector. . . . Revlon and P. Lorillard Co. will be alternate sponsors of a new Louis G. Cowan-derful half-hour teleseries, "The $64,000 Challenge," which will feature $64,000 winners, who, as experts in their respective fields, will be challenged by new contestants from all parts of the country. "Challenge" will be seen CBSundays at 10:00 P.M.

U.S. to Kee

(*Continued from page* 1)

facilities be closed, the depart has decided that the studios sl continue operating.

Department officials were rep as finding that the studios gave fense Department personnel ne training in film development, tra that could then be used in othe signments. They also decided films produced in the Departm own studios would be more effe from a military training point of than those produced in comm studios.

The Department currently tains an Army studio on Long Is a Navy studio in Washington, D and three Air Force studi Florida, California and Ohio.

Suggested Two Years Ago

Two years ago, a film ind group headed by Neil Agnew ommended that at least one mi studio be closed and that more duction be turned over to comm firms. The Hoover Commission year suggested that the Depart look into the possibility of closin studios and using commercial prc tion sources.

Defense Department officials that in March, 1954, the Depart started a comprehensive review o possibility of giving up some c 1,600 industrial-type facilities. study has been going on ever and, slowly but surely, decision being reached on different items. of the first items on which a decision has been reached is film duction, it was declared.

The three services—Army, and Air Force—as part of the s submitted analyses of their own r for film production facilities. T analyses were then gone over top-level Defense Department b The board and the individual ser all concluded that the studios sh remain operating, it was reported.

Newman Leaves

(*Continued from page* 1)

construct a 700-car drive-in in town of Brunswick, near Troy. has been associated with Republ Albany for almost 20 years and film distribution for 37 years.

A town meeting is schedule be held in Brunswick, March 2 pass on the petition to build a d in, the estimated cost of whic $125,000, plus $20,000 for purc of a 20-acre plot.

Sees Big 'Carousel'

Robert C. Rothafel, mana director of the Roxy Theatre predicted that the first week's rec of Rodgers & Hammerstein's Cine Scope 55 production of "Caro would be the biggest opening for the theatre, with a gross of $1 000, since "The Robe" in Septem 1953. It was inadvertently state MOTION PICTURE DAILY on Tue that Rothafel had predicted that first week gross would exceed first week of "The Robe."

ational
re-Selling

"ICHARD III," starring Laurence Olivier and Claire Bl m, gets a considerable plug in th Feb. 20 issue of "Life." Miss Bl m, dressed in queenly raiment, is on he full-color cover. A pictorial st printed in the brilliant hues of m iaeval times is led off by a two-pa spread. As for the text, we quote: "chard III' has been felicitously str mlined for action, magnificently fil d and cast with four famous st knights, Laurence Olivier, John Gi gud, Ralph Richardson and Ce-dr Harwicke."

•

striking full-color ad on "Carousel appears in the March issue of "Calls."

•

selecting "Picnic" as the picture of e month for "Redbook's" March iss, Florence Somers says "Joshua Lo n has caught the whole flavor an gaiety of the holiday celebration."

•

he Proud and Profane," starring W iam Holden and Deborah Kerr, rec ved considerable attention in an int esting article written by Louis Be for the Feb. 19 issue of "This W k." Interest-compelling photos of the wo stars were used to depict the rt le's theme, "How photos are ma that will be used to advertise mo on pictures in all types of me a."

•

full page ad in the February 21 iss of "Look" announces a tieup be een MGM and the Quaker Oats Co The tieup provides that "tickets pa ed inside the company's famous no breakfast food will be given free to ildren under 12 when each is acco panied by a paying adult when att ding theatres playing 'Forever Da ng' and 'Forbidden Planet'."

•

ll-page ads for "The Harder Th Fall" will appear in "Sports Illus ated" in the April 9 issue and in "T e Magazine" for April.

•

eventeen Magazine" devotes five fe ures in the March issue to the mo on picture industry, including (1) a jor spread on "Carousel," (2) Picture of-the-Month Citation to Warner Br, "Miracle in the Rain," plus six ev ws, (3) feature on Marlon Brando, co ar of "Guys and Dolls," (4) Maris Pavan's career story and (5) a picu article on Sir Laurence Olivier's "R hard III."

•

lory" is given a favorable revie, accompanied by a still from the RK production, in "Grail," the natio l Catholic lay magazine. Descr ing the film as having "a nice, ea going charm about it," the revie points to the first adult screen pe ormance of Margaret O'Brien, "w is now a poised and highly attra ive young lady."

WALTER HAAS

Adams Calls

(*Continued from page* 1)

asserted, is to fail to recognize the historical mistakes that have been made over a period of years in the same business.

"One of the greatest mistakes that has ever been made in this great industry by exhibitors has been their absolute disregard for the necessity of unity among them," Adams said. "In the many years that I have been associated with this business, I am amazed to find that we have amongst our exhibitors so many geniuses and, as is usually the case when there are too many generals, each believing himself a Napoleon."

Urges Discussions

Adams stated that "there is nothing that happens in this business that cannot be ironed out by amicable discussions, and at any time that you as a drive-in theatre operator think that you are taking undue advantage of your competitor, you are cutting off your nose to spite your face."

Adams said that last year the drive-ins in the Toledo area were charging a fair admission price, most of them 75 cents per adult. Before the middle of the summer, however, several exhibitors started a price war, "which left each and every one of us in a position where we were running our theatres at an absolute loss; and the strange part of it was that no one increased his attendance with the reduction of this admission price."

One Had Free Admission

Adams said that one of the "feuding" operators had free admissions on one Saturday night and didn't have any more people than he had before at 75 cents.

Another example of what Adams referred to as "stupidity and futility of the thinking of some of our exhibitors" was in connection with the buying of film, citing an incident in Rochester. He said that some of the operators refused to play certain pictures because of alleged unfair percentage terms. But some of the other exhibitors, the "Napoleonic geniuses," decided to play these pictures regardless of the terms. Adams said that under the terms, the theatres could not make money. But, he continued, the film companies used these high percentage figures as a yardstick and it wasn't until the "maverick" operators joined with the rest of the group in standing firm on film rentals that the situation was "cured to some degree."

Warns Against 'Outsmarting'

"So don't think just because you may buy a picture on non-profit large percentage terms that you are outsmarting your competition and are building up your business," Adams warned. "You are only destroying yourself and everyone else in your particular location."

Adams also warned against the playing of "doubtful" or "sex type of pictures that may appeal to a few morons." Because the drive-in business is a family business, only good, wholesome product should be played, he said, adding that the playing of the doubtful films will do "irreparable damage not only to yourself and your theatre, but to all people engaged in your business, because unfortunately we are usually judged by the few who are not conscious of their obligations to their communities."

According to statistics, he said, U. S. drive-ins in 1955 were responsible for 20 to 25 per cent of the total domestic gross to the film companies.

Sneak Preview Day Under Allied Attack

Special to THE DAILY

BALTIMORE, Feb. 22.—The Allied Motion Picture Theatres of Maryland has approved a resolution urging first-run theatres in the downtown area here to discontinue the current policy of all-day double features on the opening day of a new film. The program of a "sneak preview" with the outgoing feature was attacked in the resolution passed by the unit's board of directors.

Myers May Defer 2 Reports to Allied

CLEVELAND, Feb. 22.—The progress report on Allied States Association by general counsel Abram F. Myers and a report on the status of Allied's Emergency Defense Committee, which were scheduled to be delivered to the drive-in convention tomorrow probably will not be delivered.

Awaits Senate Hearings

Myers said that the postponement of the Senate Small Business Committee hearings, upon which their reports partially would have been based, necessitated the deferral of the reports.

"There is nothing much that can be said until after the hearings," Myers told MOTION PICTURE DAILY.

Davis Warns

(*Continued from page* 1)

said Davis, seems to be decreasing, except for a few exceptional films. The American producer, he said, keeps his eye on the boxoffice and his production policy seems to change accordingly. Such a policy, he added, results in an indecisive mood on the part of the producer and affects adversely the quality of films turned out.

A sufficient quantity of good programs, said Davis, will defeat the threat of television now being felt here.

Gov. Lausche

(*Continued from page* 1)

appears in "Forbidden Planet," the demonstration conducted by Mike Simons, Metro's exhibitor relations director.

Registration up to 2 P.M., Tuesday, totalled 325 theatre owners, 40 wives, and 225 supply, concessions and equipment representatives.

Allied Clinics Held

Modernization Called Key to Drive-inProfits

Special to THE DAILY

CLEVELAND, Feb. 22.—Unless drive-in operators constantly re-appraise and modernize their properties they will be out of business, Edward Lider, of Yamins Theatres in New England, asserted here yesterday at one of three clinics conducted in connection with the third annual drive-in convention at the Hotel Cleveland, sponsored by Allied States Association.

Sees Many Kept in Black

Lider, who was moderator of the concessions clinic, said that proper promotions of concessions as well as modernization has pulled many drive-ins out of the red. He cited one New England outdoor theatre that was on the verge of closing because of the lack of business, but after a modernization program that cost almost as much as the original investment, the theatre now is a prosperous enterprise.

There was pro and con comment on the relative merits of the cafeteria style of food and drink sales and counter service. Horace Adams, Cleveland drive-in operator and convention chairman, appeared to express the consensus when he said that on weekends when business was heavy, the self-service style was more favorable, but that counter-service was preferable on slow nights.

Want Several Types

Both Lider and Adams said that it was wise to explore all types of new food and drink items. Lider said he had been hesitant about introducing pizza pies as an item, fearing they would not sell. He found, however, that they are a top-selling item. He said that quality items will sell.

The exploitation clinic, conducted by David Cheatham of Pulaski, Tenn., brought out a number of ideas that have proved profitable. Cheatham said that he has a nightly number drawing for cash prizes, based on license plates of the patrons' cars. The numbers are taken down and the slips placed in a receptacle. It's been a business-builder, he said.

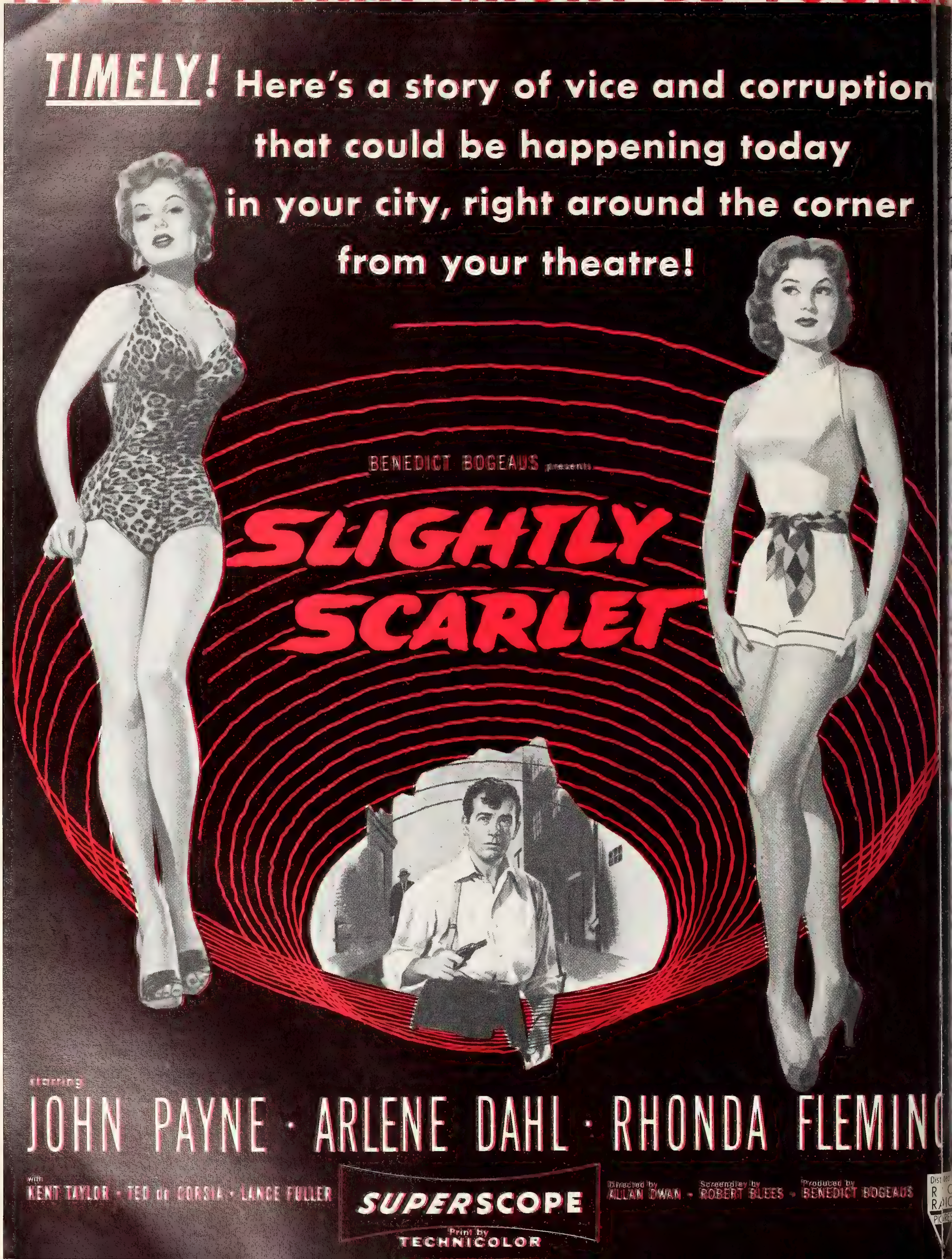
Handicapped Persons Guests

Robert Hoff of Omaha said a goodwill builder which has proved beneficial has been a stunt whereby his newspaper ads ask the patrons to bring a crippled or otherwise handicapped person along with them. The handicapped person or persons are the guests of the management.

The making available of the drive-ins for church sunrise services also has created considerable goodwill, it was said.

The equipment clinic was conducted by Hugh McLachlan of the Y & W Theatres, Indianapolis.

THE CITY THAT MIGHT BE YOURS!



TIMELY! Here's a story of vice and corruption that could be happening today in your city, right around the corner from your theatre!

BENEDICT BOGEAUS presents

SLIGHTLY SCARLET

starring

JOHN PAYNE · ARLENE DAHL · RHONDA FLEMIN

with
KENT TAYLOR · TED de CORSIA · LANCE FULLER

SUPERSCOPE
Print by TECHNICOLOR

Directed by ALLAN DWAN · Screenplay by ROBERT BLEES · Produced by BENEDICT BOGEAUS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 79. NO. 37 NEW YORK, U. S. A., FRIDAY, FEBRUARY 24, 1956 TEN CENTS

lied's Myers

arns Circuits f Dangers in rive-in Field

cks TOA Alliance, oduction by Circuits

By AL STEEN

LEVELAND, Feb. 23.—Allied es Association will support died circuits in their possible proion plans but "will part com" if and when their expansion the drive-in field revives the al-d monopolistic practices that ex- prior to divestiture, Abram F. rs, Allied general counsel, said today at the closing session of d Drive-in Theatres Association ention.

his report, Myers said that extors were "uneasy" as to when the iits "would strike again" by movinto the drive-in field and threathe security of established opera- The success of the drive-ins has ted a new threat because of court

(Continued on page 6)

itish Protest US ims on TV There

By PETER BURNUP

NDON, Feb. 23.—A joint cable Motion Picture Association of rica president Eric Johnston urgim to control or prevent the sale merican motion pictures to Brit- TV interests was sent by the matographers Exhibitors' Associa- the British Film Producers Astion and the short subjects pro- rs association of this country.

was understood that the com-

(Continued on page 7)

ylight Saving Bill Abandoned in N.Y.

Special to THE DAILY

ANY, N. Y., Feb. 23.—A bill exing daylight saving time in New State to the month of April is for the current legislative ses- Sen. Pliny W. Williamson, Scars- Republican, stated. He will deiction on his measure until next he said.

United Artists Buys Mary Pickford's Stock Interest

Krim-Benjamin Management Group Gets 100% Ownership; Last of the U.A. Founders to Sell Keeps Release Tie

United Artists has purchased from Mary Pickford her stock interest in the corporation, it was announced yesterday by Robert S. Benjamin, chairman of the board of U.A., and Richard K. Polimer, president of the Pickford Corp.

As a result of the transaction, U.A. is now owned 100 per cent by the management group consisting of Benjamin, Arthur B. Krim, president, and vice-presidents William J. Heineman, Max E. Youngstein and Arnold Picker.

The transaction occurred five years to the day after the management group took over the affairs of U.A. on Feb. 23, 1951. At that time, the stockholders of the corporation were Miss Pickford and Charles Chaplin. The corporation acquired the Chaplin stock on Feb. 25, 1955. The price of neither the Pickford nor Chaplin stock purchases was revealed.

Miss Pickford will continue her association with United Artists as a producer. Negotiations are in progress with Polimer, on behalf of the Pickford Corp., which call for the production by it of a series of pictures to be financed and distributed by United Artists.

Upon completion of the transaction Miss Pickford issued the following statement:

"For a lifetime United Artists has

(Continued on page 7)

Holiday Spurs Nation's B.O.

After sluggish business through most of February and especially after the start of the Lenten season last week, the box offices in many key cities across the couuntry took on new life with the Washington's Birthday holiday Wednesday, circuit and independent exhibitors in both first and subsequent run situations reported.

Broadway business was humming from late Tuesday afternoon through the holiday and into yesterday.

Salt Lake City, staging a "Salute

(Continued on page 7)

District Heads Here For U.A. Convention

United Artists today will launch a two-day convention at the Sherry-Netherland Hotel here. All district managers from the United States and Canadian territories are attending the meetings which will be presided over

(Continued on page 7)

Hearings on Status Of Competition Are Set by House Group

From THE DAILY Bureau

WASHINGTON, Feb. 23.—A House Judiciary subcommittee will start hearings Monday to determine whether the various government regulatory agencies have preserved competition in the industries they regulate.

One of the agencies the subcommittee will get around to—just when, isn't clear—is the Federal Communications Commission, and the question of whether it has preserved competi-

(Continued on page 6)

Loew's Institutes Nine-Point Program to Aid Its Earnings

By MURRAY HOROWITZ

A nine-point program, designed to aid Loew's earnings and improve stockholders relationships, has been put into effect by Arthur M. Loew, president, it was announced here yesterday by Loew in his opening address to the annual stockholders meeting.

Arthur M. Loew

Loew also disclosed the imminent advent of Loew's 65mm. process on the market, and further underscored Loew's study of the TV situation, citing the possible sale of M-G-M films to TV.

The meeting, held at Loew's State and attended by some 800 stockholders, was the first to be presided over by Loew, who was elected to the company presidency last December, replacing Nicholas M. Schenck, now chairman of the board.

Although the two-and-a-half hour meeting was punctuated by some comment critical of management, no organized opposition was in evidence and many sentiments in favor of management were voiced. The 13-man management slate of directors, with the two new nominees, bankers Paul Manheim and Charles Steward, were elected by a big majority.

Loew, during a question and an-

(Continued on page 4)

Columbia Half Year Profit $1,606,000

Columbia Pictures net profit after taxes for the 27 weeks ended Dec. 31, 1955, amounted to $1,606,000, or $1.43 per common share, compared to $2,823,000 or $2.59 per share in the corresponding 1954 period, Harry Cohn, president, reported yesterday.

Cohn disclosed that Columbia's net profit before taxes in 1955 was $2,859,000, compared to 1954 net of $5,153,000. Estimated Federal, state and foreign taxes in 1955 totaled $1,253,000, while in the previous year they were $2,330,000, he said. There were 1,041,293 shares oustanding on Dec. 31, 1955.

PERSONAL MENTION

MORTON A. SPRING, vice-president of Loew's International, will leave here over the weekend for Paris.

•

AL LICHTMAN, 20th Century-Fox director of distribution; ALEX HARRISON, Western sales manager; C. GLENN NORRIS, Eastern sales manager, and CHARLES LEVY, national magazine publicity contact, have returned to New York from Hollywood.

•

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president in charge of advertising-publicity, has returned to New York from Hollywood.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, has returned to New York by plane from Hollywood.

•

ELMER O. WILSCHKE, Fine Sound executive vice-president, has left here for the Coast.

•

JOSEPH HAZEN, production associate of HAL B. WALLIS, is in Hollywood from New York.

•

JOHN HARRELL, head booker for Martin Theatres, Atlanta, has returned there from New Orleans.

Industry Red Cross Drive Lunch, Feb. 29

Spyros Skouras, industry chairman of the 1956 American Red Cross campaign, will be host at a luncheon at the Metropolitan Club here on Feb. 29 at which the drive within the industry will be initiated.

Among the speakers at the luncheon will be E. Roland Harriman, national chairman of the American Red Cross, and H. M. Burns, president of Shell Oil Co., and chairman of the Greater New York Red Cross drive.

Sobotka Retires

WASHINGTON, Feb. 23.—Frank Sobotka retires today from Stanley Warner Theatres after 13 years as an assistant and theatre manager at various Warner theatres in the Washington zone. He will make his home in Miami.

Fox Declares Dividend

A quarterly cash dividend of 40 cents per share on the outstanding common stock of 20th Century-Fox has been declared. It is payable March 31 to stockholders of record on March 16.

Cites Success of His Films from England

Broccoli, Here from London, Denies U.S. Showmen Slight British Films

By LESTER DINOFF

Most British product is generally unacceptable to U. S. exhibitors and audiences due to a lack of international scope, stars of world-wide box office appeal and improper merchandising, in the opinion of Albert R. Broccoli of Warwick Film Productions, Ltd., of London, who yesterday outlined "the international formula" being applied to his productions.

Albert R. Broccoli

Broccoli, in disclosing in an interview here that Columbia Pictures is distributing Warwick product, said his company has a backlog of five unreleased pictures representing an investment of more than six million dollars and that in the coming year, his organization will produce five films at a total cost of more than $8,000,000.

Broccoli, who is a partner in Warwick with Irving Allen, also said he takes exception to remarks attributed to officials of the J. Arthur Rank Organization that U. S. exhibitors are discriminating against British product.

Motion pictures produced outside the U. S., rather than suffering discrimination from American exhibitors, today are finding growing reception from theatre owners and audiences alike, he stated. Broccoli said that this has come about because more and more British films are becoming better in quality and scope than those produced in previous years. To prove that pictures made overseas receive the same consideration from U. S. exhibitors as domestically produced films, he cited the case of Warwick's "Paratrooper," which has played 14,600 U. S. playdates and grossed "upwards of $1,600,000."

He also prophesied that Warwick's forthcoming "Cockleshell Heroes," already one of England's top box office attractions for 1956, would run up grosses in excess of any Warwick film yet released by Columbia here.

See Global Market Vital

Producers must aim at global markets today as it is no longer possible to produce films for one national audience, he said, indicating that this was and, in some instances, still is the case in the British film industry. Broccoli said that Warwick had followed a formula that calls for the use of stories with ingredients "basic in their appeal to people of all nations—adventure, action, romance and humor—played against authentic locales and featuring at least one or two stars of proven international box office appeal."

Eastman Profit at Record $85,600,300

ROCHESTER, Feb. 23.—Net earnings after taxes for Eastman Kodak Co. for 1955 were $85,600,300, an increase of 22.6 per cent over the former high of $69,821,719 registered in 1954. The 1955 earnings were equal to $4.66 per common share, as compared with $3.99 per share in 1954.

Consolidated sales of the company's United States establishments in 1955 rose to a record $714,443,836, 13 per cent above the 1954 total of $633,457,838.

File Bill to Exempt Foreign Films from Withholding Tax Here; Backed by MPEA

From THE DAILY Bureau

WASHINGTON, Feb. 23.—Rep. Frank Ikard (D., Tex.), a member of the tax-writing House Ways and Means Committee, has introduced legislation to exempt foreign film producers and distributors from the 30 per cent Federal withholding tax now levied on their U. S. film earnings.

The legislation has long been sought by the Motion Picture Export Association, and the Association last fall again urged a House Ways and Means subcommittee studying technical excise tax problems to include such a provision in the bill it finally prepares. Ikard is not a member of the subcommittee, but could offer his proposal in the full committee.

MPEA has argued that the withholding tax on the foreign companies is a major obstacle in the way of U. S. film companies in getting better tax treatment overseas. When the U. S. protests to foreign countries about their treatment of U. S. films, MPEA claims, the foreign countries reply that the U. S. withholding tax treats their films unfairly and ask why they should act any differently.

Golding Resigns As Goldwyn Ad Head

From THE DAILY Burea

HOLLYWOOD, Feb. 23. –
Golding, advertising and publi
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relea
through
Artists.

David Golding

Goldi
handle the advertising and p
for Goldwyn, Jr. who is pro
"Sharkfighters" and "Proud
this year with UA financing. G
prior to joining Goldwyn, S
publicity manager for 20th C
Fox.

Treasury Citatio To Jack Warner

HOLLYWOOD, Feb. 23.
Distinguished Service Award,
citation of the U. S. Treasury
ment, was presented here to
Jack L. Warner, vice-presid
Warner Brothers, for "meritori
distinguished service in be
United States Savings Bonds."

Presentation was made by J
Buckley, director of U. S.
Bonds Division, on behalf of
M. Humphrey, Secretary
Treasury.

Skouras Will Ma CS Progress Repo

A progress report on the in
tion of CinemaScope 55 as part
$100,000,000 production and
bution program set by 20th C
Fox for 1956 will be given to
president Spyros P. Skouras
home office press conference.

Skouras, who returned in mi
from Hollywood, will also
plans for "The Man in the Gra
nel Suit" and "The King and I.

NEW YORK THEAT
RADIO CITY MUSIC HA
Rockefeller Center
WILLIAM HOLDEN
PICNIC
with KIM NOVAK
Co-Starring ROSALIND RUS
A Columbia Picture
and Spectacular Stage Presentation

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Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington,
London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
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class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copi

VEGAS" HITS BULL'S-EYE!

ere you there? Ask any of the thousands exhibitors who attended those terrific eatre screenings of M-G-M's Goldmine of ntertainment **"MEET ME IN LAS VEGAS"** Exchange centers from Coast to Coast. hanks for the telegrams, the phone calls, e letters! Your enthusiasm in the theatre, ur roars of laughter, your continuous plause was confirmation that here's the g Show theatres have been waiting for.

Meet Me In Las Vegas

M-G-M presents a Goldmine of Entertainment in CINEMASCOPE and COLOR

MEET ME IN LAS VEGAS"

Starring

DAN DAILEY · CYD CHARISSE

with

AGNES MOOREHEAD · LILI DARVAS · JIM BACKUS · OSCAR KARLWEIS · LILIANE MONTEVECCHI · CARA WILLIAMS · THE FOUR ACES

and GUEST STARS

JERRY COLONNA · PAUL HENREID · LENA HORNE · FRANKIE LAINE · MITSUKO SAWAMURA

Screen Story and Screen Play by ISOBEL LENNART · SONGS: · Music by NICHOLAS BRODSZKY · Lyrics by SAMMY CAHN

Choreography by HERMES PAN · Photographed in EASTMAN COLOR · Directed by ROY ROWLAND · Produced by JOE PASTERNAK

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

. . . NEWS ROUNDUP

Martel Buys Rabe Work

Peter Rabe's novel, "Stop This Man," a story of the theft of a bar of gold from a college research laboratory, has been purchased for production by Gene Martel. Shooting is expected to start in May. Rabe will write the screenplay.

■

Jimmy Fund Drive Slated

The Jimmy Fund campaign of the Boston Variety Club will be held this year from Aug. 30 through Sept. 16, Arthur H. Lockwood, president, and Joe Cronin, chairman of the executive committee of the Children's Cancer Research Foundation, announced.

■

Alterations for RKO House

The RKO 58th Street Theatre here will undergo extensive alterations, according to William W. Howard, vice-president of RKO Theatres, to conform with the rejuvenation of New York's Third Ave., from which the Third Avenue "El" has been removed.

■

Criticizes U.S. Distribution

The Canadian Congress of Labor has criticized the sale and distribution of films produced by the National Film Board by an American firm in the U. S. The labor unit has informed the Canadian Government that the films should be handled by the Board itself or some other Canadian Government agency, or by a non-profit agency in the U. S. on a cost basis.

■

Will Construct New Drive-in

The Detroit firm of Bud Harris & Son & Associates has announced plans for the construction of a 1,200-seat drive-in at the Walled Lake area.

Three N. J. Theatres Settle Trust Suits

Three settlements of anti-trust suits were entered in Federal District Court here yesterday.

The suits, all involving theatres in New Jersey, were Marlies Theatre Corp., operating the Park Theatre, Union City, which had claimed damages of $1,050,000; Golden Lane Theatre Corp., operating the Temple Theatre, Union City, which had claimed damages of $3,750,000; and Bergenline Amusement Corp., operator of the Rialto Theatre, West New York, which sought damages of $3,750,000.

The terms of the settlements were not disclosed.

Loew's Has Program to Aid Earnings

(*Continued from page* 1)

swer period, acknowledged that the company is now in negotiation with TV interests for sale of some of the company's old films.

In his opening address, Loew forecast that second quarter earnings for the company will be much better than the five cents per share earned in the first quarter. Later, elaborating, Loew said that the second quarter earnings would more than cover the regular quarterly dividend of the company of 25 cents per share. He also expressed confidence that the earnings for the balance of the year will continue to improve.

The first M-G-M picture to be made in the 65mm. process will be "Raintree County," which will go before the wide-gauged cameras in 60 days, Loew announced.

The nine-point program Loew said he has pursued since assuming the presidency is as follows:

¶ The elimination of all executives and officers' profit sharing contracts.

¶ A drastic reduction in payments to the company's retirement plan.

¶ Expediting the distribution to stockholders of the shares of the new theatre company under the company's reorganization plan, expressing management's hope that the distribution of the stock can be effected no later than Sept. 1, 1956, well before the deadline of February, 1957.

¶ Management is making a very careful survey of TV and it is expected that earnings from this source will be substantial soon.

¶ Theatres, enclosed and drive-ins, are being acquired in this country and overseas to strengthen operations.

¶ The new policy of augmenting the studio's line-up with independently produced pictures. This policy was forecast to be "most beneficial" to the company.

¶ A determination to keep stockholders better informed about the company's operation, unless such information may be harmful for competitive reasons.

¶ A decision by management to give stockholders better representation on the company's board of directors, referring to Manheim, general partner of Lehman Brothers, and Charles Stewart, a general partner of Lazard Freres.

¶ The company's Culver City studio and its branches all over the world to be kept abreast of technical developments. The 65mm. process, he predicted, "will greatly improve the quality of our films and will make for better public appreciation of M-G-M pictures.

Answering questions from the floor regarding the possible sale of the Loew's film library to television interests, Loew had this to say: "The M-G-M Parade on TV is already a good income producer. In this connection I might mention that apart from 800 silent feature pictures, which have important story values, we have approximately 1,000 sound feature films and over 1,100 sound short films, all of which carry no inventory value on our books, although they have considerable worth for both TV and regular commercial theatres."

In spelling out the drastic reduction in the payments to the retirement plan, Loew said that "this year there will be no contributions for any employe earning $500 per week or more. For all other employes only one half of the amount designated under the original plan will be contributed, with a maximum contribution of $500 for any one employe."

Several Approaches to TV

Answering another question, he said the company is studying various alternatives of employing its old inventory on TV. He listed them as, the sale of old films to a syndicate, the complete sale of the negatives, giving a limited lease to networks and individual stations. Loew added that other methods, too, were being explored carefully.

In other areas, questions from the floor elicited the following information:

Loew, as president, will receive $200,000 per year, the same salary he had received as president of Loew's International.

Schenck, as chairman, will continue to draw $155,000 per year, the same salary he earned as president. Both figures include expenses.

Resents 'Insinuation'

Loew announced that last week he bought 1,000 shares of Loew's stock, preceding this disclosure by expressing his resentment at "the insinuation that having an investment in the company would make one particle of difference in my management."

Loew's speaking of his recent trip to the Coast to attend the company's international meeting there, predicted that "the pictures to be released during the balance of this year will be better than for any similar period in the history of your company." His opening address continued with this observation: "Incidentally, when the Academy Award nominations were announced last week, I would like to point out to you that M-G-M received 31 nominations. This is an all-time high for any company in the history of the industry. Our nearest competitor received about one-half of this number."

Overseas Expansion Planned

"With economic conditions improving overseas," Loew continued, "your company is planning an expansion program which will improve income from that source. Theatres are being acquired and independent productions from England and elsewhere are being added to our program. These will supplement our own studio's production and the 15 independent American films alre
tracted for, but which aside
Goldwyn's 'Guys and Dolls',
been put into release yet.
pected by the end of the ye
six of such films will be ea
come," he added.

Divestiture Complete

Charles C. Moskowitz, v
dent and treasurer, who sat
Loew on the dais, informe
holders that Loew's has com
theatre divestiture program.
sponse to a question, Mosko
that $118,000,000 of the $
000 gross income in the fi
of 1955 was attributable to
the production-distribution a
company.

Judge Louis Goldstein, a t
the Leon Loewenstein Fo
read a lengthy prepared st
in which he expressed regret
earnings of the company, bu
his support of management a
fidence" in the company's as
said he also was speaking for
Stein, of the brokerage firm
fus & Co., who acted as
and spokesman for the stoc
group which had a series of
with Loew prior to the annu
ing.

Active in Australia, Arge

Loew, in response to a que
expansion, said the company
process of acquiring theatres
many and Australia, in add
opening a large theatre an
building in Buenos Aires,
frozen funds. Loew, answe
other query, said that no
the company's operations is
"red."

The vote in favor of the
ment slate of directors was
300,000 shares out of a
4,142,615 shares outstanding
Jan. 13 and entitled to vote.

Elected to the board were
heim, Stewart, Loew, Mo
George A. Brownell, G.
Collins, Howard Dietz, F.
Holleran, William A. Parker,
M. Reagan, J. Robert Rubin, S
and John L. Sullivan.

Board Reelects All Loew's Inc. Officers

Arthur M. Loew, president,
other officers of Loew's, Inc.,
elected here yesterday by th
of directors, which convened i
ately following yesterday's
stockholders' meeting.

Other officers reelected
Nicholas M. Schenck, chairma
board; Charles C. Moskowitz
president and treasurer; Dore
Edgar J. Mannix, Howard Diet
jamin Thau, Marvin H. Schen
Cohn, Louis K. Sidney, Cha
Reagan, and Benjamin Melnike
presidents.

Also Irving H. Greenfield,
tary; Jesse T. Mills, vice-pr
and controller; assistant tre
Dolph Schadler and Char
Phelan; and assistant secr
Nicholas Nayfack and Marvin

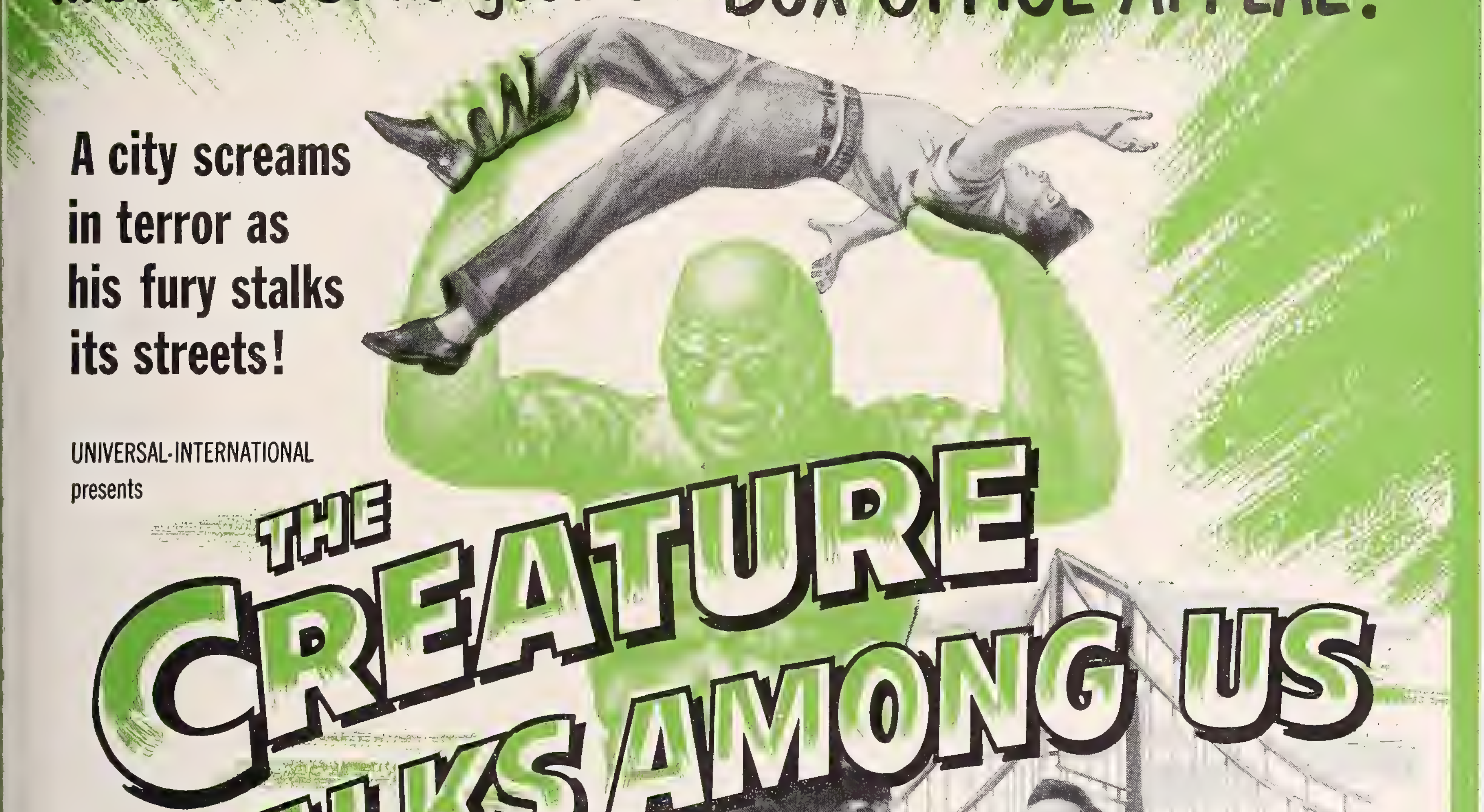
THAT

MONEY MAKING MONSTER

IS BACK AGAIN!

ALL NEW EXCITEMENT!

...but the same good old **BOX-OFFICE APPEAL!**



A city screams in terror as his fury stalks its streets!

UNIVERSAL-INTERNATIONAL
presents

THE CREATURE WALKS AMONG US

Starring

JEFF MORROW · REX REASON

LEIGH SNOWDEN

with

GREGG PALMER MAURICE MANSON

DIRECTED BY JOHN SHERWOOD • STORY AND SCREENPLAY BY ARTHUR ROSS • PRODUCED BY WILLIAM ALLAND

Universal International

Another Picture with that U-I kind of Showmanship!

WOR-TV Buys NTA Selznick Package

WOR-TV has acquired the television rights to 10 David O. Selznick feature motion pictures for $198,000 from National Telefilm Associates, it was announced here yesterday by Gordon Gray, general manager of WOR-TV, and Ely Landau, NTA president.

The 10 Selznick productions will be presented on WOR-TV's "Million Dollar Movie" program during the next two-and-a-half years, it was stated.

Competition

(*Continued from page* 1)

tion in broadcasting. The subcommittee is headed by Rep. Celler (D., N. Y.).

Celler said in television the subcommittee will try to find out whether the FCC has permitted the TV networks to attain a dominant position in the industry and whether current FCC policies on this question, the VHF-UHF controversy and other matters have prevented the establishment of a nation-wide competitive system of broadcasting.

Lead-off witness before the subcommittee will be anti-trust chief Stanley N. Barnes.

Meanwhile, the Senate voted $207,250 to continue through next Jan. 31 the activities of its special Judiciary subcommittee studying anti-trust problems. This subcommittee is headed by Sen. Kilgore (D., W. Va.).

Wilde Joins Jacobs

HOLLYWOOD, Feb. 23.—Publicist Arthur Wilde, who resigned from Hecht-Lancaster Productions last week, will join the Arthur P. Jacobs Co. on March 5 as coordinator of motion picture productions and entertainment accounts. Wilde will divide his time between the firm's New York and Hollywood offices.

Killed in Car Mishap

ATLANTA, Feb. 23.—John Waters, sales representative of Howco Films, Atlanta, and formerly with Warner Bros., was killed here this week when his car overturned in an accident.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Myers Voices Strong Warning to Circuits

(*Continued from page* 1)

approval of circuits acquiring or constructing new drive-ins, Myers said.

Myers said he was hopeful that the circuits would turn to production because currently there was a deficiency of 150 pictures per year. He asserted that the circuits, if they did produce, would make pictures for the domestic market. He said the major producers, whose revenue from the foreign market now almost equals that of the domestic market, were making product to satisfy the foreign patrons.

He pointed out that there hasn't been a football picture made in years, despite the fact that the U. S. is "football mad" and that the circuits would have an eye for the U. S. market if they became producers. However, he added, the Department of Justice would want proof of a "dire need" for more pictures before giving approval to a production program by circuits.

Scoffs at EFFG

Myers said that Theatre Owners of America's Exhibitors Film Financial Group and the Makelim Plan had resulted in "exactly nothing" and that the circuits might be the only source. He said that the Justice Department was alert to the possibilities of monopoly if the circuits entered production and that it would be on guard against it.

Myers hailed the recent Allied-TOA alliance and said that it would broaden the scope of arbitration. He claimed that the distributors were "cocky" before the alliance because they could present the arbitration draft to the Small Business Committee as a product endorsed by TOA. However, when TOA withdrew its support, the "roof fell in" on the distributors, as it left only one exhibitor group in favor of the draft—the Independent Theatre Owners Association of New York—although he did not mention it by name.

Myers revealed that a representative of the Senate Small Business Committee had been attending the convention and sitting in on the meetings. He did not identify him, but merely said the representative was here as an "observer" of exhibitor problems in order to better understand the trade pactice issues when presented to the committee on March 21.

Capsule Reports on Clinics

Reports on the film clinics, which were held yesterday, were delivered in capsule form to the convention floor.

Robert Morrell, who was moderator of the large situations clinics, and Leo Jones, moderator of the small situations, declared that there apparently were no national policies by the major distributors. Both said that the policies were not consistent and that where some exhibitors paid 50 per cent terms, others paid 25 per cent for the same pictures.

Jones said that the new Paramount policy under which exhibitors whose licensing fees have been $100 or less, whether percentage or flat rentals, would be permitted to pay flat r
starting with "The Court J
would not apply to drive-ins, b
none, apparently, fitted that cat

In a question-and-answer p
Myers reiterated Allied's cont
that this was not the time to
for the complete elimination o
admission tax. Myers said th
had great respect and regard fo
O'Donnell, chairman of COMPC
campaign, but that he felt O
nell's and his committee's chan
success were slim.

Myers said that he thought it
waste of time "on the doorm
Congress" to present a tax
measure so soon after Congres
granted relief.

Plea for "Caravan" Heard

There was considerable pressu
the revival of Allied's caravan
mittee, which made a comparis
film terms paid by Allied me
on a national basis. Both E
Adams, convention chairman,
president Ruben Shor said that
van had been discarded be
members failed to send in th
quired information. However,
ing from comments on the
there was a strong indication th
caravan should be revitalized, ar
possibility is that steps will be
to resume the project.

Adams, speaking for Ben B
chairman of the Emergency De
Committee, who had returned
Minneapolis home, gave a repo
EDC, reviewing its progress to
and urged the members to tak
vantage of the local EDC g
which can offer service on prol

The convention drew 431 e
tors, 58 wives and 212 equip
and concession representatives.

The next drive-in convention
be held Jan. 30 to Feb. 1 a
Netherlands Plaza Hotel in C
nati.

The convention ended with a
quet, tendered by Coca Cola and
ceded by a cocktail party spon
by Berlo Vending Co.

Allied Annual Meet Set for Nov. 26-28

Special to THE DAILY

CLEVELAND, Feb. 23.—Dates for Allied States' annual convention in Dallas were set by the Allied board here today for Nov. 26-28 at the new Statler Hotel.

The convention will be designed as a tribute to Col. H. A. Cole, one of the founders of Allied, who will retire from organization activity at the conclusion of the sessions.

FCC Set to Hear Toll TV Advocates

WASHINGTON, Feb. 23. — The three proponents of subscription television — Zenith, Telemeter and Skiatron — will probably appear before the Senate Commerce Committee next week, according to committee counsel Kenneth Cox.

In addition, the committee will hear opponents of the system, including the Joint Committee on Toll TV, although they may not get on until later in the committee's hearings.

Last week, the committee, which has been holding hearings on overall problems of the television industry, said it would be willing to hear testimony on subscription television.

SPG Adopts Insurance

HOLLYWOOD, Feb. 23. — The Screen Producers Guild has announced the adoption of a group life insurance program for all members, effective March 25. The Guild has had a group health and accident plan in operation for several years.

Press Group Honors Grace Kelly, Brando

HOLLYWOOD, Feb. 23. — The Hollywood Foreign Press Association tonight presented Grace Kelly and Marlon Brando with "Henrietta" awards designating them as the world's favorite stars.

Twenty-three other citations were made by the HFPA, now 10 years old, at the dinner in the Ambassador Hotel.

Sets First Film

HOLLYWOOD, Feb. 23.—Newly organized Seltzer Films will produce "Boss" for United Artists release. The company's first picture will star John Payne with Byron Haskin directing from a Ben Perry script.

Goetz Signs Film Pact

HOLLYWOOD, Feb. 23.—William Goetz will produce "Sayonara" for Warner Bros. release. The James Michener story will be in Warnercolor and CinemaScope.

Equipment Interests Drive-in Operators

Special to THE DAILY

**CLEVELAND, Feb. 23.—Drive-i
erators showed far more interes
enthusiasm in modernization,
equipment and concession items
they did in previous years, acco
to a booth-by-booth survey at th
nual convention of the Nationa
lied Drive-in Theatre Associ
here.**

**One equipment manufacturer's
resentative said that he wrote
orders yesterday than he did in
days at last year's St. Louis me
A playground equipment man
turer also said that many orders
been received due to more inter
children who are the deciding f
in the selection of the theatr
which a family will go.**

oliday B.O.

(*Continued from page* 1)

: Movies" with newspaper, TV adio participation, had two of iggest box office days in the history on Tuesday and esday, MOTION PICTURE DAILY'S pondent there reported.

Several Waiting Lines

cnic," "The Rose Tattoo" and Conqueror" were doing out- ng business with waiting lines ong periods, it was stated. The e Salute" was backed with huge newspaper campaigns, aided by ous publicity, and by special TV adio features and announce-

ton was another strong spot he biggest holiday business on reported for Wednesday. usel" in CinemaScope 55; "Pic- "Rose Tattoo" and "The Last were among the leaders there. umbia's "Picnic" chalked up grosses in many situations and ed box office records previously shed by such all-time Columbia ossers as "From Here to Eter- "The Caine Mutiny" and "On aterfront."

cnic' Strong at Music Hall

he Radio City Music Hall here, :" closed its first week with a 167,000. The film grossed $15,- the Majestic, Houston; $12,900 Des Moines, Des Moines; $13,- t the Rialto, Atlanta; $11,720 Orpheum, Omaha, and $22,- the Trans-Lux in Washington, it broke the all-time record ly held by "Eternity."

ntieth Century-Fox's Cinema- 55 production of "Carousel" ie biggest opening day in Chi- t the Chicago Theatre with an 0 gross, outgrossing the com- previous record maker there. ing Tuesday at the Memorial e, Boston, the film hit $20,014, t $17,904 for "The Robe." The also exceeds full week grosses d up by "Three Coins in the ain" and "Garden of Evil" at eatre.

'Conqueror' Sets Marks

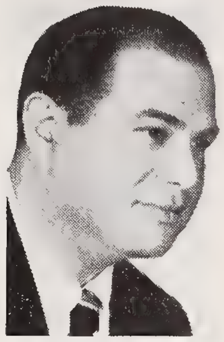
vard Hughes' "The Conqueror" l new grossing records in many 28 pre-release engagements in intry. In Chicago, the film took ,500 at the Oriental Theatre for ggest opening day business in ears and doubling that for any Radio picture in the history of ouse. In New Orleans, the am Theatre grossed $4,200 the ay, while in Philadelphia the ium drew $9,000 worth of g day business.

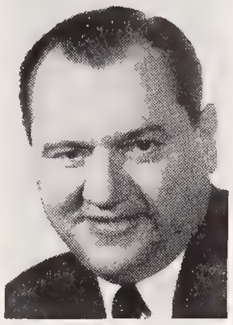
Dividend Set

LLYWOOD, Feb. 23.—The ex- : committee of the Allied Art- ard of directors today voted a rly dividend of 13¾ cents on mpany's 5½ per cent cumulative tible preferred stock, payable 15 to holders of record on 2.

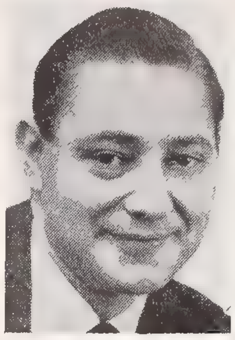
Management Group Guiding United Artists

Arthur Krim


Robert Benjamin


William Heineman

Max Youngstein


Arnold Picker

U.A. Buys Pickford Stock

(*Continued from page* 1)

been my pride and joy and also, at times, my despair. I have often likened it to an unpredictable son who through all of this growing pains, many difficulties and magnificent triumphs held my enduring love, and always will.

"Upon the sale of the United Artists stock I do not feel that I am parting with the company forever and I will always take a prideful interest in its welfare.

Praises 'Working Team'

"I am happy that, with the purchase of this interest, the fine working team of Krim, Benjamin, Heineman, Youngstein and Picker will now enjoy a larger percentage of stock in the company, which should prove an added incentive to them—not that they need it—as it is a well known fact in the industry that through the dedicated effort of these men United Artists has made a brilliant comeback.

"I sincerely wish them continued success and may the great United Artists rise to even more spectacular heights in the future."

Miss Pickford is the last of the founders and original owners of the company to leave it.

Prior to the buy-out of Chaplin's interest the Benjamin-Krim group owned 50 per cent of the 16,000 shares of stock, with Miss Pickford and Chaplin each holding 25 per cent. With the purchase of the Chaplin holdings, the Benjamin-Krim group increased its interest to 66⅔ per cent, while Miss Pickford owned the remaining third. At that time, 8,000 shares were held by the management group and 4,000 by Miss Pickford.

Took Over in 1951

The Benjamin-Krim group assumed management of United Artists in February, 1951. Within six months, the company was operating in the black and by the end of the year completed its first profitable 12-month period since 1946.

As a result of this success, the management group became owners of 50 per cent of the stock (8,000 shares) and acquired a 10-year voting control over the remaining stock, which was equally owned by Miss Pickford and Chaplin (4,000 shares each).

Grosses More Than Tripled

During the five years of management by the Benjamin-Krim group, annual world grosses increased from $18,000,000 in 1951 to $55,000,000 last year. Krim has predicted a global gross totaling $65,000,000 for 1956.

United Artists was founded in April, 1919, by Miss Pickford, Douglas Fairbanks, Sr., Chaplin and D. W. Griffith.

U-I's Rosen Given Farewell Luncheon

DETROIT, Feb. 23.—Joseph B. Rosen, former Universal branch manager here who was recently named to succeed the retiring David A. Levy as Metropolitan New York district manager, was tendered a farewell luncheon here today.

Rosen, who came to Detroit in 1953 after 11 years at 20th Century-Fox, will assume his new position next Thursday. Richard B. Graff, former Chicago sales manager for Universal, who will take over the branch managership here from Rosen, also was greeted at the luncheon by the local industry leaders who were present.

Compo Ad Compares Theatre, Farm Plight

The 60th in the series of Council of Motion Picture Organization's advertisements in "Editor & Publisher," which will appear tomorrow, states that the Federal admission tax now imperils the existence of 10,200 of the nation's larger theatres, and threatens the production of pictures.

Under the caption, "The Farmers Aren't the Only Ones in Trouble," the ad points out that the tax, even in its modified form, poses a greater threat to the motion picture industry than it did before it was reduced April 1, 1954.

District Meet

(*Continued from page* 1)

by James R. Velde, newly-appointed general sales manager.

The keynote speech will be delivered by William J. Heineman, vice-president in charge of distribution.

Detailed distribution plans for 1956 product will be outlined.

British Protest

(*Continued from page* 1)

plaining associations are concerned only with the screening of motion pictures on British TV and are uninterested on what happens on American TV.

Calls It 'Boomeranging'

The associations suggest that British TV network screenings inevitably reduce theatre grosses, ultimately, thereby, boomeranging against American distributor interests. British producers contend that the sale of their films to American TV is justified in view of the inadequacy of theatre bookings for their films in the U. S., maintaining they would prefer more theatre dates to TV.

In New York, a spokesman for the Motion Picture Association of America said that president Eric Johnston would be unable to reply to the cable of British associations until his return to this country in April from a world tour.

Long Beach Theatre Files Trust Suit

An anti-trust suit seeking $450,000 was filed by the Vermont-Tennessee Operating Co., Inc., operating the Westend Theatre, Long Beach, L. I., in Federal District Court here yesterday.

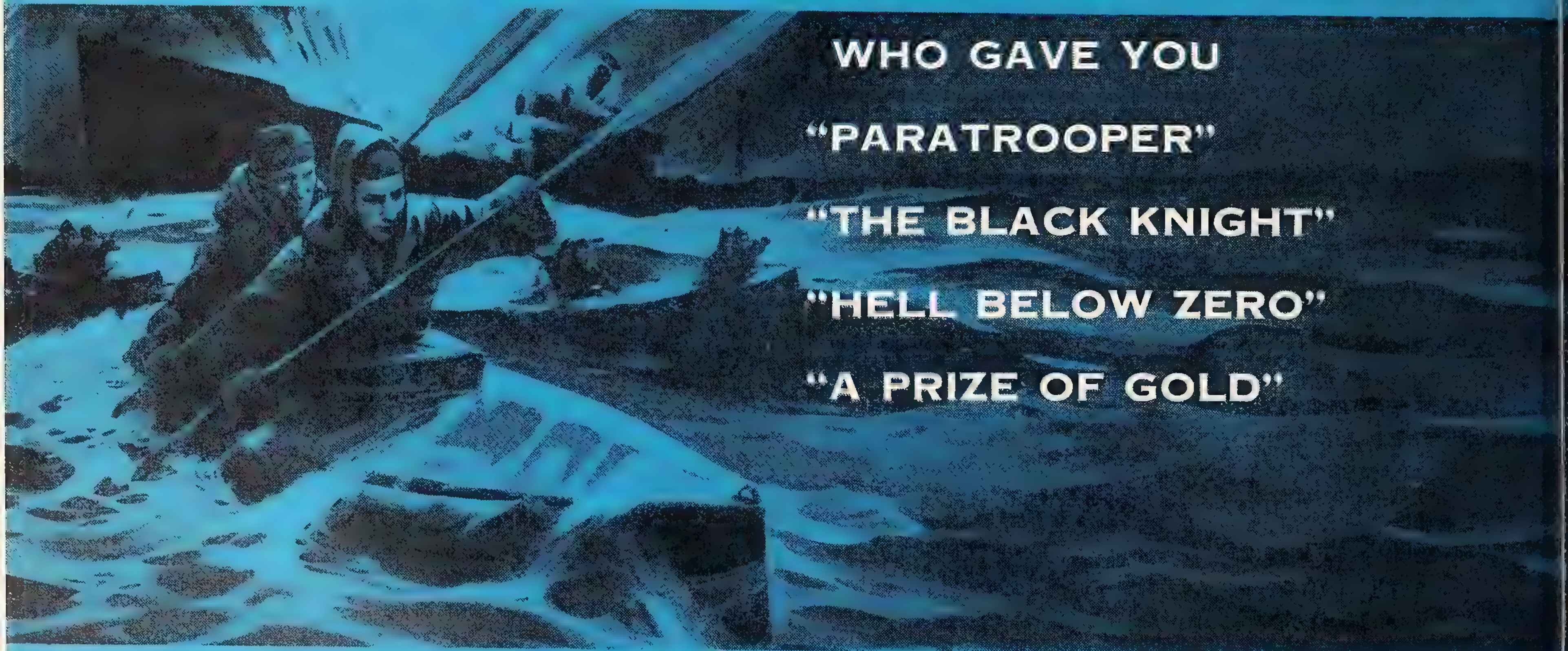
In addition to the eight majors, smaller distributors and distributors of foreign films were listed as defendants, as well as the Laurel Theatre Corp., which operates the Laurel and Lido theatres in Long Beach. Mentioned as the basis for the suit was the Robinson-Patman Act, as well as the anti-trust laws.

Columbia Pictures

TAKES GREAT PRIDE
IN ANNOUNCING
THE EARLY RELEASE OF

COCKLESHELL HEROES

THE BIG ONE
FROM
IRVING ALLEN AND ALBERT R. BROCCOLI
OF
WARWICK PRODUCTIONS,



WHO GAVE YOU
"PARATROOPER"
"THE BLACK KNIGHT"
"HELL BELOW ZERO"
"A PRIZE OF GOLD"

COLUMBIA PICTURES presents A WARWICK Production

Jose FERRER · Trevor HOWARD

COCKLESHELL HEROES

The Never-Before-Told Story of the Top-Secret Guys!

CINEMASCOPE Color by TECHNICOLOR
Screenplay by BRYAN FORBES and RICHARD MAIBAUM
Executive Producers: IRVING ALLEN and ALBERT R. BROCCOLI · Directed by JOSE FERRER

All
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That
s News

MOTION PICTURE DAILY

Concise
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Point

79. NO. 38 NEW YORK, U. S. A., MONDAY, FEBRUARY 27, 1956 TEN CENTS

ot Operation'

urt Okays 'T Petition on nemiracle

Production Plan Set Says NT Counsel

By LESTER DINOFF

eral Judge Sylvester J. Ryan of ew York District Court signed ler on Friday permitting Na- Theatres to produce 16 pictures Cinemiracle process over a d-a-half-year period with pre- e rights to its own theatres.

l Pride, attorney, who present- tional Theatres' petition to the said, following the hearing that as no properties set for imme- roduction."

1 the court's and Department tice approval, which was pre- to Judge Ryan by Assistant Attorney General Maurice ıan, NT "is being permitted to the Cinemiracle process on an ted basis, a sort of pilot opera-

(*Continued on page* 5)

5 Millions A. Budget

tal of $45,000,000 will be in- in United Artists production the next 12 months, UA esident Max E. Youngstein told mpany's sales convention here day.

ng that the outlay will be the t film expenditure in UA's his- oungstein said it would assure of quality product to theatres. iam J. Heineman, vice-presi-

(*Continued on page* 5)

as Drive-in Assn. cts Edw. Josephs

Special to THE DAILY

LAS, Feb. 26.—Edward Jo- of Austin on Friday was elect- sident of the Texas Drive-in e Owners Association at the session of the organization's annual convention, held here

(*Continued on page* 4)

Television Today

IN THIS ISSUE **PAGE 7**

- **The Academy of Television Arts and Sciences prepares for Emmy Awards and the future in new spirit of harmony. . . . In New York, Mort Abrahams, General Electric producer-director, speaks his mind.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

Lazarus Appointed AB-PT Gen. Counsel

The appointment of Herbert B. Lazarus as general counsel of American Broadcasting-Paramount Theatres, succeeding the late Walter W. Gross, was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Herbert Lazarus

Lazarus, who has been associated with AB-PT, and previously with Paramount Pictures, since 1933, was graduated

(*Continued on page* 4)

N.Y. Area Showmen Back U.S. Tax Fight

Support of the industry's campaign for complete elimination of the federal admission tax was voted unanimously by the New York metropolitan area committee at a meeting here on Friday.

Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, presided at the meeting.

Among the speakers were Harry Brandt, president of the Independent Theatre Owners Assn.; Robert A. Coyne, co-chairman of the Council of Motion Picture Organizations; Russell Downing of Radio City Music Hall; Sol A. Schwartz of RKO Theatres, Robert C. Rothafel of the Roxy Theatre, Eugene Picker of Loew's Theatres, and Harry Goldberg of Stanley Warner Theatres.

Note Court Precedent for U.S.

Edict Guards Theatrical Distribution Rights from Television Exploitation

In what is regarded as a precedent-making decision, the New York Supreme Court has ruled that screening a film on TV, after granting theatrical distribution rights to another, is a violation of the latter's theatrical distribution rights.

The case in question concerned a suit brought by Madison Pictures, Inc., and its affiliates against Chesapeake Industries, Inc. Justice Samuel Joseph, in handing down his decision on Friday, awarded $102,500 damages to Madison Pictures, which sued on the basis of its distribution con-

(*Continued on page* 5)

Loew, Jr. to Enter Independent Field

From THE DAILY Bureau

HOLLYWOOD, Feb. 26.—Arthur M. Loew, Jr., is leaving M-G-M to engage in independent production, he announced at the weekend.

With M-G-M for nine years, four

(*Continued on page* 4)

Skouras Says

To Release 1 55mm. 'Scope Each Quarter

Lichtman Replacement Due from Within Ranks

By MURRAY HOROWITZ

Twentieth Century-Fox will have one 55mm. CinemaScope production for 35mm. projection for release in every quarter of the year, it was announced here at the weekend by Spyros P. Skouras, president.

Spyros P. Skouras

Making the announcement at a trade press conference soon after his return from the Coast, Skouras also said:

¶ The replacement for Al Lichtman, retiring next week as the

(*Continued on page* 2)

Md. Repeals Rentals Tax

From THE DAILY Bureau

WASHINGTON, Feb. 26.—The Maryland state legislature has repealed the two per cent film rental tax levied last year.

Local theatre owner groups argued that the tax was applied to film rentals last year inadvertently during

(*Continued on page* 4)

See $100,000,000 In Films to April

From THE DAILY Bureau

HOLLYWOOD, Feb. 26.—For the "product period through April," 10 major producer-distributor companies have invested an estimated $100,000,000 in product, according to the Association of Motion Picture Producers.

Basing its estimate on a poll of its

(*Continued on page* 4)

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from Hollywood.

•

Reginald Armour, executive vice-president of Republic Pictures International, and **Charles H. Rosenblatt**, his assistant, will leave here on Wednesday for Rio de Janeiro and other Latin American cities.

•

James A. Mulvey, president of Samuel Goldwyn Prods., returned to New York over the weekend from the Coast.

•

Norman Krasna, producer, will return to New York tomorrow from France, and will leave here the same day for Hollywood.

•

Jack H. Levin, president of Certified Reports, was in Washington over the weekend, after visits to Cleveland and Pittsburgh.

•

Norton V. Ritchey, president of Allied Artists International, will leave New York today for Tokyo.

•

Alfred Crown, Allied Artists vice-president, left here at the weekend for Hollywood.

•

Allen M. Widem of the "Times," Hartford, will leave there tomorrow for New York.

•

Tom Andre, M-G-M unit manager, has arrived in New York from the Coast.

•

Joe Dolgin, of the Pine Drive-In, Waterbury, Conn., has returned there from Florida.

Schwartz to Confer With Todd on Coast

Sol A. Schwartz, president of RKO Theatres, will arrive on the Coast today to discuss with Mike Todd the exhibition of his Todd-AO production, "Around the World in 80 Days," in various RKO Theatres. While on the Coast, Schwartz will also look at new product at the studios.

Rites for Rabbi Levey

TORONTO, Feb. 26.—Funeral services were held here at the weekend for Rabbi M. H. Levey, 84, father of Nat Levy, RKO Radio's Eastern sales manager, and of independent producer Jules Levey. Rabbi Levey died here following a long illness. Other survivors include five daughters.

20th-Fox 55mm. 'Scope

(*Continued from page 1*)

company's distribution director, will come from within the company. He declined to name the man, saying he was undecided, despite the imminency of Lichtman's retirement from the company.

¶ 20th-Fox is not offering its backlog of features to TV in one large package, although the company may sell a few of its old features at a time.

¶ The projected five TV series planned by the company could represent an investment of $10,000,000 in negative costs.

¶ 20th-Fox agreed to forego the roadshow 55mm. projection release of "The King and I" as a gesture of goodwill and as an aid to exhibition.

Skouras called "The King and I" the "most extraordinary" picture he had ever seen. He estimated its cost at $4,000,000. The 20th-Fox president went on to say that he agreed to release the picture in 35mm. after receiving wires from Theatre Owners of America president Myron Blank and Allied States president Ruben Shor, in addition to other prominent exhibitors. He mentioned Leonard Goldenson, president of American Broadcasting-Paramount Theatres; F. H. Ricketson, National Theatres vice-president; Mitchell Wolfson, co-owner of Wometco Theatres; and Walter Reade, president of the circuit of that name.

Roadshow for 'Greatest Story'

Indicating his reluctance to agree to the requests on "The King and I," which will be ready for release in July instead of October, as originally scheduled, Skouras said the company "would never have a better property with which to introduce 55mm. projection more advantageously." "No one," he continued, in response to a question, "will change my mind" on "The Greatest Story Ever Told," for which 20th-Fox plans to set 55mm. projection roadshow engagements before it is put in general release for 35mm. projection.

He estimated that 20th-Fox spent over $2,000,000 in developing the 55mm. CinemaScope process. Skouras said that engineers have assured him that 55mm. projection is from 25 to 30 per cent better, compared to regular 35mm. projection of 55mm. CinemaScope productions.

Tells of TV Series

Turning to questions relating to TV, Skouras said the company now has two TV series underway, one for General Electric, and the other titled "My Friend Flicka." He said three other series are planned by the company, one an anthology, the remaining titled "Belvedere" and "Broken Arrow." The GE series, he said, cost over $2,000,000, "My Friend Flicka" about $1,750,000. If the remaining three TV projects win sponsors this year, 20th-Fox will have invested about $1,000,000 in TV production, he added.

Skouras said that the TV-produced films for the American market will be released theatrically abroad "everywhere we can."

Asked for comment on the joint cable by British exhibitors and producers to Eric Johnston, president of the Motion Picture Association of America, urging him to prevail on American producers to keep U. S. films off British TV, Skouras said the position of the British producers appears "inconsistent," although he sympathized with the attitude of British exhibitors. He referred to the exhibition on TV here of British pictures.

Refers to 'Blockbusters'

He linked "The Man in the Gray Flannel Suit" with "The King and I" as two of the company's outstanding films. Other "blockbusters" on the 20th-Fox roster, Skouras said, include "Revolt of Mamie Stover," "The Day the Century Ended," "Bus Stop," "The Best Things in Life Are Free," "Anastasia," "Heaven Knows, Mr. Allison," and "The Sixth of June."

"We will make these pictures available as soon as possible," Skouras promised, without regard to so-called seasons.

Saying that while on the Coast he conferred with Darryl F. Zanuck, vice-president in charge of the studio, who begins a four months' leave of absence on Thursday, Skouras remarked that Zanuck leaves a wonderful record behind him. He said negotiations with Zanuck on a new contract, taking cognizance of Zanuck's desire to produce independently and resign as head of 20th-Fox production, are proceeding satisfactorily. It "looks like we'll come to an agreement," he added.

Contract talks with Buddy Adler, acting head of the studio in Zanuck's absence, also are continuing, Skouras stated.

Another project scheduled for 55mm. lensing is "Can-Can," Skouras stated. Responding to a query, Skouras said that the company never would produce all of its films in 55mm. for 35mm. projection, saying the process is "too expensive."

U-I Will Release Another Rank Film

"Simon and Laura," a new comedy from the J .Arthur Rank Organization, will be released here by Universal-International, it was announced by Charles J. Feldman, vice-president and general sales manager.

Filmed in London and based on a successful stage play of the same name, the production is in VistaVision and Technicolor.

. . . NEW ROUNDU

Form Production Firm

Jay Richard Kennedy and Mann have formed their ow pendent production company, nedy-Mann Associates, for rele financing through United Three films are included in th tract, one of which will be Bart," Kennedy's best-selling which he earlier sold to Warne and recently bought back. productions include "Winter and "The Lottery," both K originals.

■

Baltimore Theatre Loot

Thieves entered Baltimore's Theatre and walked off with containing $2,050. Manager Darensoll, who believed they the theatre until after closing said the safe was later found doned.

■

Advertising Rate Hiked

Another Connecticut daily paper is increasing its amuseme vertising rates. The Hartford ant," effective Thursday, will $3.64 per column inch daily $4.62 per column inch on Su

■

Rob Fall River Theatre

A total of $1,475 was take a safe of the Strand Theatre River, Mass. Norman Zalkind, ator of the theatre, said the sa blown open by someone wh mained unnoticed in the theatr its closing.

Half-Year Net for AA at $183,708

From THE DAILY Bureau

HOLLYWOOD, Feb. 26. profit, before Federal income of Allied Artists and its wholly subsidiaries for the 26 weeks Dec. 31, 1955, is estimated at 708 by Steve Broidy, president result compares with $352,69 the corresponding period of 195

In the last half of 1955 a r was set up for Federal income of $202,000. This reserve fo corresponding period in the pre year amounted to $178,000.

The net profit for the 1955 p after this provision, amounte $183,708, as compared with $17 for the corresponding period i previous year.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager: Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

ica **Landau**, former studio rep- ative for Universal-International w York, has joined **Bob Gold-** as production assistant at the Pathe Studio, Culver City, Goldstein is preparing four for United Artists release. uled for mid-March starting ; the **Abbott & Costello** starring 'Dance with Me Henry," to be ed by "Brass Legend," "Love " starring **Barbara Stanwyck,** Showdown Creek."

◆

s **Stephens**, formerly manager RKO Orpheum Theatre in St. has taken over as director of KO Missouri Theatre in Kansas **Matt Plunkett,** who has been er of the Missouri, will assume ilar position at the RKO Or- Theatre in Des Moines.

◆

. **Lee Kissner,** former office er and booker at the RKO New exchange, has joined the Re- branch there in a similar ty.

◆

ph **Reynolds, Jr.**, son of **Joseph** lds, manager of Milwaukee's Theatre, will have a try-out he Milwaukee Braves in April.

Co-op Campaign UA's 'Alexander'

ed Artists has planned for nder the Great" a heavy mer- se tie-up program calling for 00 in co-op advertising and ng into every retail market in nited States and Canada, ac- g to Roger H. Lewis, UA na- director of advertising-public-

tie-up program is being co- ted with regional openings and s of "Alexander" personal ap- ce tours, with 157 key-city over a period of 17 weeks.

s *Bill to Amend* *. Insurance Law*

ANY, N. Y., Feb. 26. – The 'fidelity and surety" insurance also include indemnifying the ers of motion pictures, televi- orts or other businesses against reason of interruption because h, accidental injury or sickness, an amendment to the insurance oposed by Sen. Nathaniel T. n, of the Bronx, and Assembly- ulius Volker, of Buffalo.

bill covers situations in which rs, performers and other prin- are prevented, for the stated from commencing or continu- eir performances or duties. It take effect immediately.

Sees Recent Crisis at an End

Processing and Use of Color Film Boon to Mexico Industry: Zacarias

Special to THE DAILY

MEXICO CITY, Feb. 26.—The widespread use of color and the development of laboratories to handle color film are among the reasons cited for the sudden rise of the Mexican film industry by Mario Zacarias, president of the Mexican Producers Association, who said the film crisis of 18 months ago is at an end.

Commenting on the film revival, Zacarias said the Mexican industry sacrificed higher production costs so that it might successfully compete with imported American films that feature color, on-location filming and wide screen projection. He added that current Mexican films being shot in exteriors are commanding the attention of theatre-goers and that "a message of Mexicanity is being told in high quality pictures."

Zacarias explained that both France and Italy shared the plight of Mexico, in that they were unable to compete with the offerings of the United States film industry up until recently. The U. S. stories were of great social significance, he added, and these factors led to the Mexican crisis in 1954.

The Mexican executive voiced high praise to the trade's own bank and for the government, workers and producers who for the first time "are marching united for the consolidation of the Mexican film industry."

In line with this movement, he said, the Association has established a committee to handle and solve problems of exhibition, distribution and publicity with the object of overcoming the economic interests of producers and to obtain for them reduced expenses and more profits for the operations. The committee's first task has been to introduce into Mexico the policy of mechanically controlling the revenues of theatres as is employed in France at the present time.

Serving on the committee are Oscar Brooks, Pedro Galindo and managers of Cinex, Peliculas Mexicanes and Peliculas Nacionales.

Committee Will Get UHF Data Today

WASHINGTON, Feb. 26.—Spokesmen for ultra high frequency broadcasters will take the stand today as the Senate Commerce Committee resumes its television hearings. In the past, some of the spokesmen have suggested subscription television as one solution for their financial difficulties.

Hearings are scheduled every day this week but Thursday. Anti-trust chief Stanley N. Barnes is expected to testify tomorrow, presumably on competitive problems in the TV industry. Others expected to be called this week include spokesmen for educational TV groups, the American Civil Liberties Union and other organizations. Later, proponents of toll-TV systems, the networks and the Joint Committee on Toll-TV, will voice their arguments at other hearings.

Add Nine Members To Tax Committee

Nine additional chairmen or co-chairmen of state tax committees have been appointed by Robert J. O'Donnell, national chairman of the Council of Motion Picture Organization's tax campaign committee.

New members include: Alabama, Richard M. Kennedy; Northern California, Irving Levin; Georgia, E. D. Martin; Idaho, J. Roger Mendenhall; Mississippi, T. E. Williams; Nebraska, Robert Livingston; Oregon, Art Adamson; Utah, Sam Gillette and Wisconsin, A. D. Kvool.

Sharkey Sues Co-Op In Contract Dispute

DETROIT, Feb. 26.—A complaint against the Cooperative Theatres of Michigan, which acts as film buying agent for 150 theatres, has been served on Fred DeLoder, president, by James F. Sharkey, former head buyer for the firm.

Now residing in Miami, Sharkey sued last week in Miami Federal Court for $532,000 for alleged breach of oral contract and the unpaid balance of his 1955 salary. DeLoder received the complaint in Miami during a winter vacation. David Newman, attorney for Co-op, said a plea for dismissal will be filed within the 20-day period allowed for filing an answer.

To Honor Carmody

WASHINGTON, Feb. 26.—Jay Carmody, "Washington Star" film critic, who recently received the "Critic of the Year" award from the Screen Directors Guild, will be honored here on March 7 at a luncheon jointly sponsored by the Washington Variety Club, Tent 11, Washington Board of Trade and the Hams Club. Industry and civic leaders are expected to attend.

NLRB to Hold Hearing

A hearing as to whether the Screen Publicists Guild (District 65) should be certified as collective bargaining agents for advertising and publicity employees at the M-G-M home office will be conducted by the National Labor Relations Board here on March 5, according to an SPG representative.

Industry Report

FilmPatronage Sets New Mark For Japanese

By A. C. PINDER

TOKYO, Feb. 26.—Motion picture attendance during 1955 set a new industry record in Japan as 877 million patrons paid $186,000,000 into the box office during that 12 month period, according to the Motion Picture Association of Japan.

$28,800,000 to Non-Japanese

Film makers and distributors got $92,500,000 for their efforts here, of which $64,000,000 went to Japanese producers, with foreign film companies getting $28,800,000 from the 4,110 motion picture theatres in Japan, the MPA disclosed.

Japanese product grossed $217 million in comparison to the $58,000,000 gross for the 195 imported features, which were exhibited here during 1955, of which 134 films were American, it was said. The Japanese film organization also disclosed that 413 feature films were produced in 1955 by native companies of which only 10 were in color in comparison to the 365 features produced in 1954. Reporting on short subjects, Japanese producers turned out 500 shorts in 1955 while issuing 765 in 1954.

Weekly Attendance 17,058,000

The Japanese government received $31,400,000 in taxes from motion picture showings, the MPA said, adding that weekly attendance averaged 17,058,000 in the country's 4,110 theatres.

U-I Sets Screenings For 'Boats' on Wed.

Launching the publicity and promotional campaign on "Away All Boats," Universal - International will fly a special work print of the film into New York on Wednesday for a series of screenings for national magazines, fan publications and Sunday supplements. Scheduled for Summer release, "Away All Boats" will be screened the same day for 150 editors and reviewers under the U-1 plan to meet the advance deadlines of these publications.

'Rose' Setting Marks In Many Egagements

Paramount's "The Rose Tattoo" set a new first-week house record at Boston's Metropolitan Theatre with a gross of $42,000; grossed $9,000 in its first five days at the Paramount Theatre, in New Haven; $17,000 for its first week at the Paramount, Buffalo; $2,700 at the Albany Strand, and $21,000 in its initial week at the Stanley in Jersey City, the distributor announced.

Md. Repeals

(*Continued from page* 1)

the legislature's action on broad tax proposals. The fight for repeal of the tax was led by Elmer Nolte and Jack Whittle of Allied Theatre Owners of Maryland, and A. Julian Brylawski of the Motion Picture Theatre Owners of Metropolitan Washington.

May Aid in D.C. Fight

The Maryland legislature's action is expected to help the Washington group fight a proposal of the District of Columbia Commissioners to levy a tax on film rentals in the District. During testimony before a House-Senate tax committee earlier this year, the commissioners cited the Maryland tax as a reason for levying the tax in the District. The House-Senate committee has already tentatively rejected the commissioners' proposal to levy a two per cent tax on theatre admissions.

Arthur Loew, Jr.

(*Continued from page* 1)

of them as a producer, Loew said he will remain in Hollywood for several weeks before going to New York in search of story properties. He wrote the original story and produced "Arena" for M-G-M. Later, he produced "The Affairs of Dobie Gillis," "The Marauders" and "The Rack."

REVIEW:

The Ladykillers

Rank—Continental

THE COMBINATION OF Alec Guinness and Miss Katie Johnson, a 70-year-old veteran theatre performer who recently won the British Film Academy Award as the best actress of the year, is sure to put the J. Arthur Rank Organization's "The Ladykillers" on a high box office rung.

Cavorting in a rollicking comedy, they provide the exhibitor with a film that will please a wide variety of patrons. In color by Technicolor, the Michael Balcon production offers a plot easy to understand and spontaneous comedy. Its appeal is by no means limited to art houses.

The story and screenplay by William Rose concern the efforts of Guinness, portraying "The Professor," and his band of four henchmen who masquerade as a "string quartet" in a plot to rob a bank truck. As Mrs. Wilberforce, Miss Johnson leases a two-room apartment to the "musicians" who use it in their planning of the crime. Director Alexander Mackendrick and associate producer Seth Holt introduce all forms of comedy and mild suspense for the Guinness band who maneuver the robbery but then find they have their landlord on their hands.

Each of the criminals in his own way avoids the intended killing of the gentle old lady who comes to realize that they masterminded the bank holdup. Comedy rolls on and the audience's liking for Miss Johnson is sure to continue to the finale that finds her retaining the bank loot, with the five criminals, including Guinness, dead.

Guinness more than surpasses any of his previous efforts and audiences having seen him before are sure to pay a return visit for this comedy. As the sweet landlady who unknowingly assists in the robbery and subsequently softens the hearts of the criminals, Miss Johnson will amuse adults who might well look upon her as the perfect caricature of a Charles Dickens character.

Running time, 93 minutes. General classification. February release.

JACK EDEN

Lazarus

(*Continued from page* 1

from Yale College and later fr
Yale Law School, where he edi
Law Journal. Prior to his ent
the motion picture industry he
as law secretary to Supreme
Justice Irwin Untermeyer. H
director of General Fire and C
Co., Parmelee Transportation
Chicago Yellow Cab Co.

Texas Assn.

(*Continued from page* 1

this year at the Statler Hilton
Joseph succeeds Charles Weis
of this city.

Other new officers elected
vice-presidents, Skeet Noret
Mesa, Wayne Long of Monaha
Rubin S. Frels of Victoria. F
Landsman of San Antonio was
to the post of secretary and Ti
geson of Grand Prairie was ch
treasurer.

See $100,000,000

(*Continued from page* 1)

members, AMPP said the
represents "the best balanced,
sified entertainment in any
period," it has ever seen. AM
took note of the favorable fore
the box-office made by such ex
leaders as National Theatre pr
Elmer Rhoden.

Birth of an epic...

ling Guards

Continued from page 1)

vith former subsidiaries o: ake Industries, granting Mad- ctures theatrical distribution 228 films.

e Joseph ruled that Chesa- ndustries by selling the same TV had impaired the theatri- ibution rights contracted for ison Pictures. The ruling was otwithstanding a provision in tract which granted Madison all rights to the films "except parently recognizing the dilu- theatrical motion picture vhen the same films are soon on TV.

ee Subsidiaries Involved

ed in the dispute were P.R.C. Inc., Eagle-Lion Films, Inc., gle-Lion Classics, Inc., all ubsidiaries of Chesapeake In- The films were the P.R.C. ons of the years running from 46.

y I. Gurfein, attorney for the noted that this "is the first the United States in which a s squarely held that exploita- elevision after granting theat- tribution rights is a violation rights of the party having l distribution rights, although substantial precedent that picture exploitation, in similar circumstances, violates rights in spoken drama."

The court also held that Chesapeake was responsible for damages for 16mm. exploitation by its former subsidiary, Pictorial Films, Inc. through sales to foreign territories in which the rights had been granted to Madison and by outright sales of 16mm. prints without restrictions as to territory.

Court OK's NT Petition

(*Continued from page* 1)

tion—the operation of 24 to 30 Cinemiracle theatres on a permanent basis and a limited number on a temporary basis, the production of 16 Cinemiracle features and perhaps a limited additional number stretched over a five-and-a-half-year period, and distribution limited to such pictures.

"With the safeguards provided and under the present circumstances, it is not believed that the production and distribution of this limited number of Cinemiracle pictures will unreasonably restrain competition in the distribution and exhibition of motion pictures," Silverman told the court.

No opposition to the NT petition was registered.

Details of the petition and the Department of Justice's restrictions thereon were published in MOTION PICTURE DAILY on Feb. 17.

Asked what producer Louis De Rochemont was working on for NT production, Pride said "Who knows!" De Rochemont recently signed an agreement with NT for the production of the initial Cinemiracle feature at an announced budget of several million dollars. "It is contemplated that four additional pictures will be produced under the same arrangement," according to the NT petition.

Mutual Arrangement Outlined

Judge Ryan, prior to granting the petition on the consent of the government, asked what type of arrangements were in progress as to the licensing of the Cinemiracle production and exhibition equipment to outside sources. Pride and Silverman said that a mutual arrangement had been worked out whereby the "licensing would be based on a per capita agreement," following the "period of exclusivity."

The Justice Department attorney said that he is of the opinion that each Cinemiracle production would cost in the neighborhood of $2,000,000 and that the estimated cost of projection equipment to theatres would be between $40,000 and $50,000, not counting the remodeling and renovation of a house, which would bring the cost to approximately $100,000.

UA Budget

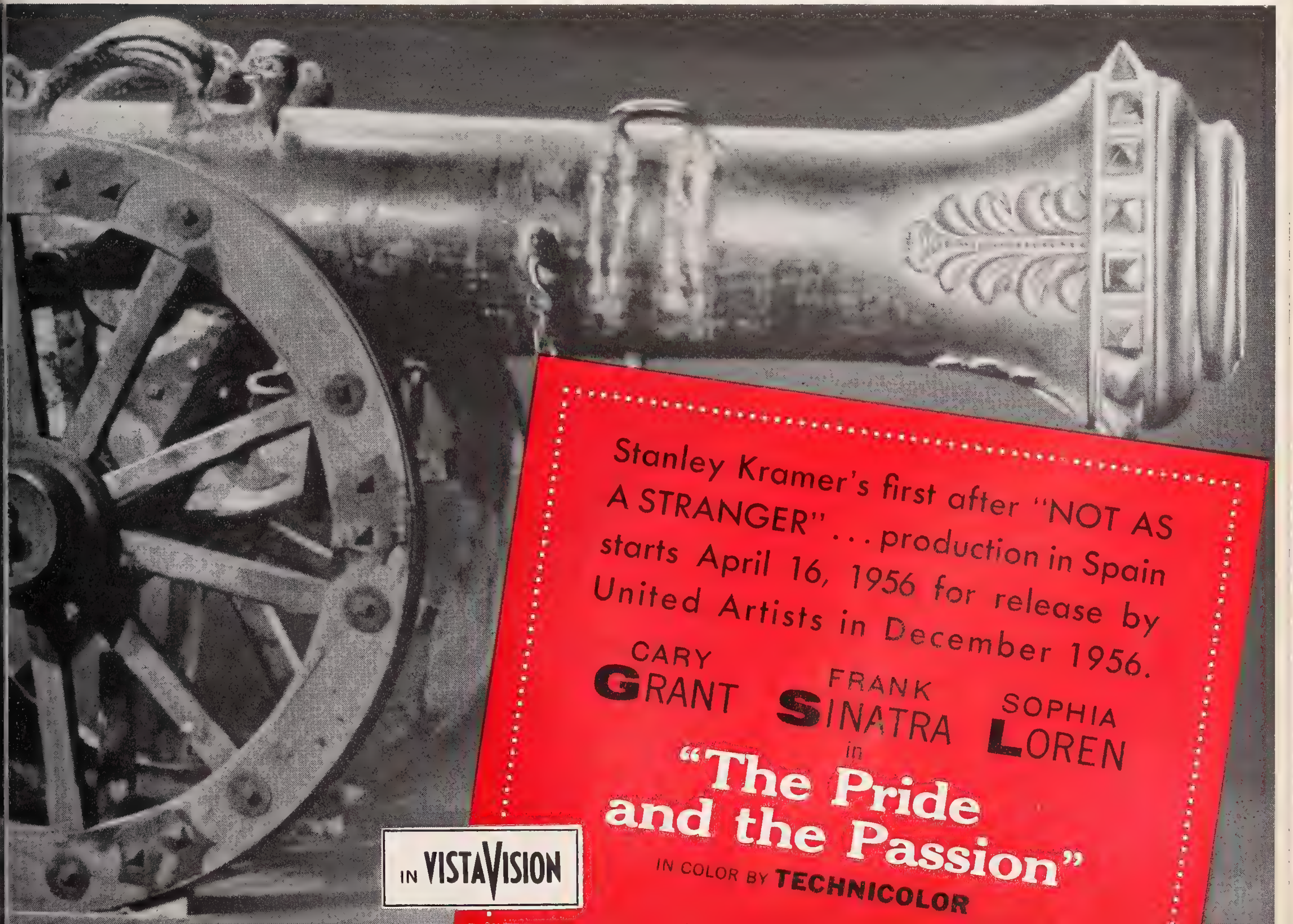
(*Continued from page* 1)

dent in charge of distribution, and James R. Velde, newly appointed general sales manager, presided over the conference which set detailed distribution plans for UA's 1956 sales goal of $65 million. All UA district managers from the U. S. and Canada attended the two-day session, which was concluded Saturday.

Chicago Alamo Files Anti-Trust Action

CHICAGO, Feb. 26. — The Alamo Theatre Co. has filed a $300,000 treble damage anti-trust suit in Chicago District Court, naming the major film distributors, Balaban & Katz and American Broadcasting - Paramount Theatres as defendants. The suit alleges that the distributors and the theatre circuits "conspired" to establish a zoning system for releasing pictures.

The suit further states that due to this system, it was forced to bid for films against such B&K theatres as the Marbro and Paradise, which, according to the suit, do not serve the same area. The court action alleges that the "arbitrary" zoning system resulted in losses of over $100,000 to the Alamo Theatre for the period 1947 to 1951.


Stanley Kramer's first after "NOT AS A STRANGER" . . . production in Spain starts April 16, 1956 for release by United Artists in December 1956.
CARY GRANT
FRANK SINATRA
SOPHIA LOREN
in
"The Pride and the Passion"
IN COLOR BY TECHNICOLOR
IN VISTAVISION

"Peter Pan prefers service in the Mainliner manner," says Donna Atwood

Donna Atwood's amazing skill on skates has never been more beautifully demonstrated than in the current John H. Harris Ice Capades production of "Peter Pan," in which she plays the title role.

A real authority on ease of movement, Donna always insists on United Air Lines whenever possible in touring the country with her show. And, together with her troupe, she enjoys typically fine Mainliner speed and comfort all the way.

We think you, too, will also appreciate the extra comfort and convenience of United's service. Plan your next trip via United and discover for yourself the *difference* when you travel in the Mainliner manner.

Contact nearest United Air Lines ticket office or an authorized travel agent.

UNITED
AIR LINES

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

otlighting the News

s Abroad

r an understandable delay, reign market is beginning r fertile fields for sales by telefilm producers and distrs. Screen Gems last week led the largest international f its product since entering reign market nine months wo Australian TV stations ought seven Screen Gems At the same time, the comlso made its first sales to s in Denmark and Switzerelevision interests in a total countries abroad now have ted for product from the ia Pictures subsidiary.

Down Under

Film Syndication last week ced its first sales in the lian market—by the end of r ABC will have properties w in all the English-speak- countries. The Australia 133½ hours-worth, include hree Musketeers," "Racket " "Herald Playhouse," ort to Danger," and "Kie-aleidoscope." The deal was ted by George T. Shupert, Film president, and J. B. New York representative stralian Consolidated Press, ck Williams, managing di- of the Melbourne Herald eekly Times, Ltd.

Contract

vas to be expected, that conegotiated last year by the Actors Guild and the Asn of Motion Picture Pro- having special emphasis on payments, has had its efon the demands of other Last week the Writers f America negotiated a new t with the AMPP for its nce telefilm writers. The clauses are identical in pro- to those in the SAG con- The new deal, which is re-ve to November 17, 1955, o January 15, 1960, and s for increased minimum ts for work on all TV films.

in 1958

W. R. G. Baker, vice-presi- General Electric, does not with most of the recently ed forecasts which have e "big push" in color TV sales coming in the latter months of this year. Dr. Baker, speaking before the Technical and Engineering Council of Southern New York last week, said that sales of color receivers would not increase sharply until at least 1958. However, he added, by 1960 manufacturers should be selling 5,000,000 color sets a year.

Coming of Age

▶ Robert W. Sarnoff, president of NBC, speaking last week before the Chicago Federated Advertising Club in his role as general chairman of National Advertising Week, urged all advertising media to join in a united effort to help the nation scale "an economic Mount Everest" in 1956. Mr. Sarnoff predicted the expenditure of a record $9,250,000,000 in all advertising media to spur the economy towards the goal of a $400,000,000,000 gross national product for 1956, but warned against propaganda campaigns aimed at individual advertising media by their competitors. Advertising has come of age, said the NBC chief, and actually has the power to halt an economic downturn.

The Distinction

▶ Speaking last week before a meeting of the general managers of stations represented by CBS Television spot sales, Clark George, general sales manager, made the kind of distinction which keeps trade press semanticists on their toes. Television, said Mr. George, is not simply an advertising medium, it is a sales medium. "Programs not only must deliver an audience, but must be designed for sales." Mr. George also took a look at the Greater Tomorrow when consumers will have more money to spend. To get this money into circulation, he said, "mass millions" will have "to change their habits, change their desires, change their motives, change their ideas of what satisfies them and change their level of demand of the infinite variety of goods and services and investments that measure a standard of living." Even in context, it sounds eerie.

New Concept

▶ Hal Roach, Jr., and Vitapix Corporation last week announced the conclusion of deal whereby the former will produce film programs for the latter and also undertake the sales responsibility for national sponsorship. The plan, described as "a comprehensive new concept for the national spot sale of TV programs," marks the alliance of 57 of the nation's TV broadcasting facilities and a major TV film producer. Under the arrangement, Vitapix will perform as the "time clearance" agency for its member stations. It also contemplates that the Roach organization will become an equal participant in the joint enterprise and, following fulfillment of certain obligations, will own 50 per cent of Vitapix stock. Program details will be announced as soon as they have been set—within the next several weeks.

TNT Hotcakes

▶ Those 10 David O. Selznick features, which National Telefilm Associates have labeled their TNT Package, are selling like hotcakes. According to the report, sales of the package already top the $1,000,000 mark, with deals set or about to be set in 28 markets. The

(*Continued on page 9*)

In Our View

IT HAS always been apparent that the production of the commercial for television entails a responsibility of first importance, in that television's captive audience is obviously much more highly critical of an advertising message than the general, or non-captive audience, wherever found. Now another reason gives the commercial even greater importance.

There is yet to come a final decision relative to the approval of and general use of toll or pay TV, as pushed vigorously before the FCC by the several most interested parties. In the final analysis, let there be no mistake, the decision, however reached, will depend upon the manifest desires of the greatest number of the general public. The public is not inarticulate, and although often it takes considerable time, and by variegated routes, to make its desires known, it is unmistakable when it does, and it is a foolish purveyor who ignores it.

Thus, in this instance, it is important that, since the commercial is one of the chief differences in the living room between "pay" and "free" television, the TV industry must not, indeed cannot afford to, permit the commercial to fall to the point in audience receptivity where the TV home viewer will grasp any straw to be rid of the advertising "nuisance." The viewer does not necessarily have to be compelled by the commercial to rush to the nearest emporium with the cash-to-buy clutched in his hot little fist, but he must also, most importantly, not be *repelled* by the commercial. That harms the whole television industry.

Such of our outstanding advertising agencies as have devoted, in the interests of clients, years, dollars and a high order of skill to TV advertising, are to be credited with much of the success of commercial offerings. Their own advertising betokens a keen understanding of the potential of this striking medium. Their eternal vigilance and constant striving are essential, and merit an accolade.

—*Charles S. Aaronson*

Passing in Review

THE SECOND ANNUAL telecast of the film Academy Award nominations a week ago Saturday, on NBC-TV, was perhaps about as good as it could be and that is faint praise indeed. Evident throughout, however, was the unsettling realization that nomination announcements are just not very dramatic or interesting. When somebody wins—well, that's another story.

The week's special events included an effective full-hour-film, 23rd anniversary telecast on the origins of "The Lone Ranger," Saturday, February 18, on ABC-TV, which finally and logically explained why this western Robin Hood adopted his Venetian masquerade. Another special was the Madison Avenue "institutional," "Advertising Benefits You," seen on CBS-TV a week ago Sunday. It was an amusing, informative, 15-minute kick-off of National Advertising Week.

George Washington, having died in his bed without benefit of outside stimulus, received hardly any attention at all by the very same TV people who just two weeks ago were knocking off Abraham Lincoln with such grave precision. What reference there was to Washington was principally comic, although Joe Welch, on CBS-TV's Omnibus February 19, used him as a serious, supporting character in part two of the Constitution series. Mr. Welch, incidentally, might be a little more effective if he stopped bobbing his head like Howdy Doody.

The dramas of the week were of high order, especially in the quality of the performers: William Redfield and Sally Gracie in Robert Montgomery's "An Excuse for Shanks" Monday night on NBC-TV; Darren McGavin in the Circle Theatre's "Terror at My Heels," Tuesday night, NBC-TV; and Jo Van Fleet and Clay Hall in Kraft's "Snapfinger Creek," Wednesday night, NBC-TV. They were live and from New York. Elsewhere in the week:

I SPY, "The File Clerk." WABD, New York, ½ Hour, 7:30 P.M., EST, Friday, February 17, 1956. Film. For Crosley.

An intensely interesting theme has been developed in this Guild Films series, with Raymond Massey as host-narrator. Herein are told the stories of the well—or little-known spies of history, utilizing dramatic reenactment and apparently where available, authentic newsreel clips. The latter procedure is valuable in that it lends an aura of fact to the presentation. As for the dramatic phase, it is, if this initial episode be a criterion, well performed by competent players. This first offering recounted the story of Wilhelm Steiber, generally recognized as the father of modern spying, whose remarkably extensive espionage system, instituted at the behest of Bismark prior to the Franco-German war of 1870, was largely responsible for the almost immediate collapse of France when the German armies marched. It is effective dramatic material, made especially interesting because of its historical accuracy. William Berke, Hollywood veteran, is series producer-director. Greg Morton had the title role in this first subject.

ATTENTION PRODUCERS...
NOW IT CAN BE DONE!
Optical dupe negative with effects such as wipes, dissolves, fades, and superimposed titles in the following combinations:
- 35mm to 35mm
- 35mm reduced to 16mm
- 16mm to 16mm
- 16mm blow up to 35mm
- Slow down and speed up action
C and G Film Effects
1600 Broadway, N. Y. C. PL 7-2098

ALCOA HOUR, "Tragedy in a Temporary Town." NBC-TV, 1 Hour, 9 P.M., EST, Sunday, February 19, 1956. Live from New York. For Alcoa Aluminum.

A dramatic offering of feeling, significance and a high degree of performing skill made this particular Alcoa Hour an outstanding program in an illustrious series. Lloyd Bridges plays the leading role in this story of a migrant worker camp, where the innocent kissing of a teen-age girl at night stirs a hornet's nest of "taking the law into their own hands" by the workers seeking the "attacker." The inflamed men almost succeed in lynching a young Puerto Rican boy in their search for a victim until Bridges, whose own son was the "guilty" one, brings the mob to its shamed senses with a violently heated storming of the ramparts of their mob stupidity. Reginald Rose did the fine script, and Betty Lou Keim, Jack Warden, Will Kuluva, Rafael Campos and Clifford Tatum made up the cast. It was a fine job, by all hands.

GOOD MORNING! CBS-TV, 1 Hour, 7 A.M., EST, Monday, February 20, 1956. Live, from New York. For varied sponsors.

CBS here undertakes a rather ambitious program, designed for five-times-a-week viewing, at the allegedly happy hour of 7 A.M. This report on the first of the programs is necessarily somewhat prejudiced, since the personal belief persists that 7 A.M. is an unseemly hour to be doing anything other than (a) sleeping, (b) rushing through a morning shower, etc., or (c) starting happily for the golf course. Other pursuits are in the nature of accidental misfits. Be that as it may, Will Rogers, Jr., the host of this new show, is a personable, appealing guy who in this instance strives mightily against the handicap of so-so material. Mr. Rogers has the unfortunate problem of getting himself unconsciously compared with an incomparable father. It's not fair, but there it is. Ned Calmer aids Mr. Rogers with news reports and Pamela Good is the attractive assistant and weather guide. This first program, under the Rogers hosting, flitted about Grand Central, dropped in to visit a new father seeing his baby for the first time, offered an anecdote about Charles Russell, painter of the old west, and such. It's really not bad, but seems such a deal of effort for so little result — and at such an hour!

MY FRIEND FLICKA, CBS-TV, ½ Hour, 7:30 P.M., EST, Friday, February 17, 1956. Film. For Colgate Palmolive.

Mary O'Hara's modern classic, having formed the basis for two popular theatrical motion pict
continues its evolution now
television series with the empl
quite understandably, on rudi
tary action and adventure. N
produced by Sam White for
Television Production (20th
subsidiary), this latest film t
ment of Flicka should ente
quite a few youngsters. It is
and it is simple and its senti
is not labored. Particularly
tunate is the casting of 10-yea
Johnny Washbrook in the ce
role as Flicka's friend and ma
He performs with an honesty
is unusual in the younger
of television actor. Last w
wryly titled episode, "One M
Horse," was a fairly melodra
piece involving the "horsenap
of Flicka by an outlaw who h
to buy Johnny's silence by th
of harm to the horse. Gene E
and Anita Louise are attra
and believable as Johnny's par
Robert Gordon is director.
production values are very goo

The Show-Makers

"Caesar and Cleopatra," the George Bernard Shaw comedy, will be colorcast on NBC-TV's Producer's Showcase, Monday, March 5 from 8 to 9:30 P.M., EST. Starring will be ***Claire Bloom, Sir Cedric Hardwicke, Jack Hawkins, Judith Anderson*** *and special guest* ***Cyril Ritchard. Joseph Schrank*** *did the TV adaptation.* ***Anthony Quayle*** *will direct.*

◆

Linda Darnell *and* ***Trevor Howard*** *star in "Deception," on the 20th Century-Fox Hour, Wednesday, March 7 over CBS-TV from 10 to 11 P.M., EST. The teleplay is being produced by* ***Sam Marx*** *and directed by* ***Jules Bricken.*** *The cast includes* ***John William, Gavin Muir, Arthur E. Gouldporter, Alan Napier*** *and* ***Eleanor Audley.***

◆

The United States Steel Hour has announced an array of top stars for its feature productions. They include ***Imogene Coca*** *in "Funny Heart," April 11;* ***MacDonald Carey*** *in "Moment of Courage," February 29;* ***Ralph Bellamy*** *in "Favorite Son,; March 14, and* ***Pat O'Brien*** *in "Thirty Year Man," March 28.*

◆

The NBC Sports Department, headed by ***Tom Gallery*** *will produce a national telecast of the final holes of the last round of the 15th Annual Palm Beach Golf Championship at Wykagyl Country Club, New Rochelle, N. Y., Sunday, June 10 from 4:30 to 5 P.M. EST. Sponsor is the Gillette Safety Razor Company.*

◆

Philip Beigel *and* ***Louis Volpicelli*** *have been named staff directors of*
WCBS-TV, it is announced by
Hough, *the station's progra*
rector. Mr. Beigel is directing
on New York" starting Febr
26, part of the WCBS-TV P
Affairs Department series.
Volpicelli became the directo
"On the Carousel" February

◆

Mary Astor *will headline the*
of "I am Her Nurse" on the "
Stage" series Friday, March
NBC-TV. ***Pat Smith*** *and* ***P***
Abbott *have been cast in sup*
Betty Grable *has been signed*
Star Stage March 9, in "Cleop
Collins." With her will appear
Jason *and* ***Casey Adams.*** *Prod*
for the MCA show will be ***S.***
Smith.

◆

"Lost, Strayed and Lonely" s
Billy Chapin *on "TV Readers*
gest" Monday, March 5 on A
TV. Featured are ***Phil Terry,***
Ching, Gloria Henry *and* ***Mar***
Lord. Phil Karlson *directed*
Chester Erskine *production fro*
Reader's Digest condensed nove
Josephine Eckert.

◆

David Niven *stars in "Red W*
on "Four Star Playhouse" Th
day, March 8 on CBS-TV. The
includes ***John Banner, John Cra***
Joseph Waring, Stuart White
Norbert Schiller, Clarence L
and ***Leon Lontoc. Oscar Mil***
wrote the teleplay from a story
L. G. Blochman. Roy Kellino
rects.

◆

Paul Muni *stars in "A Le*
from the Queen" on the Gen
Electric Theatre Sunday, Marc
over CBS-TV. ***Polly Bergen*** *is*
support. On-air program sup
visor is ***Ronald Reagan.***

OTLIGHT

inued)

nteresting deal—and also the t single contract—was aned Friday: WOR-TV, which gh General Teleradio has recome into a sizable number ose RKO features, took the package for $198,000, getting exclusive New York area for a period of two and oneyears. The price per picture y WOR-TV is said to exceed t least 50 per cent" previous paid by a local station any. It also was announced Friat one of the features in the ge, "Since You Went Away," runs 117 minutes, is to be ed in two parts, with Mr. ck about to film a special intion to the second part to it a complete unit.

e & Kicking

subscription television issue live and kicking again last Skiatron Electronics, whose riber-Vision is one of the proposed toll TV systems and has been in the forefront se advocating UHF toll TV reported that it has in dement "an ingenious combinaecoder-converter device which serve the double purpose of ng a receiver both to UHF ll TV." At the same time, mpany was distributing the of a new Tele-Census surhich found that the vast ty of TV set owners will t toll TV when and if. Census surveys are presented lege students and their inrs and are said to reflect inions of 2,500 set owners in r Los Angeles.) Meanwhile, Federal Comunications Commissioner Robert E. Lee, speaking before Radio and Television Executives Society, again advocated a UHF trial for the medium. Otherwise, he said, continued hearings will delay it for two or three more years.

Join ABC-TV

▶ ABC-TV announces two new affiliates. They are Station WHEM-TV, Bay City, Mich., owned by the Northeastern Michigan Corporation, and serving both Bay City and Saginaw, Mich., and Station XETV, Tijuana, Mexico, which serves San Diego, Calif.

Pocatello TV

▶ The closed circuit educational network announced last Fall for Pocatello now is a functioning reality. Governor Robert E. Smylie of Idaho launched the program February 17 by conducting a class in political science at Idaho State College which was in turn witnessed simultaneously by youngsters in 11 different elementary schools. The network, set up at a cost of $7,500, was financed jointly by Jerrold Electronics of Philadelphia and Bannock Cable TV, Inc., of Pocatello, the local community antenna system.

Shorts Package

▶ The television appetite is wellnigh insatiable, and to feed that ever-lasting hunger KTLA, which is the Paramount television subsidiary in Hollywood, has acquired in one package 450 one-reel short subjects and cartoons, originally released by Paramount. The acquisition was from U.M. and M. TV Corporation. The rights are exclusive.

RODUCER—*THINKING OUT LOUD . . .*

TV Today

ABRAHAMS is the name. producer-director. General c show now. . . . "Very sat- So satisfied don't want to . I'd say the format—26 film—is determined rest of nd probably next. We think hit on a formula which has air success. We intend to o the pattern. . . . The pat- Well, maybe I can describe variety. Variety of shows, s, not necessarily variety the show. . . . The so-called of the lowest common detor I am afraid doesn't ou appeal to everyone above vel. Lower you go, the more ienate above. . . . Most anes are recognizable. We have the concept of making the ce tune in each week because n't know what they are get- Or, maybe, because they the next show will be differ. . . It's not easier this way. you do off-beat material, it s more preparation. When e taking someone who has lone a dramatic show, a Lisa Kirk, you have got to do much more desk work. . . . A big thing is the material we select. We have been successful in getting the biggest stars. . . . Best writers and properties. We are not confined to MCA stars. . . . Films? I have nothing against them. I've worked in them. We use live shows here and in Hollywood when we feel they tell the story better. . . . Where do I spend most of my time? In the air!"—*F. E. S.*

HARMONY SEEN AHEAD FOR THE TELEVISION ACADEMY

by SAMUEL D. BERNS

HOLLYWOOD: The choice of nominees, reflected in balloting for the eighth annual Emmy Awards by the east and west coast chapters of the Academy of Television Arts and Sciences, will provide a harmonious effect on the future course of the Academy. It reveals a sincerity of purpose and submersion of petty bickering and differences which grew out of the national importance achieved through last year's televised event.

Don DeFore, president of the west coast chapter of the ATAS, following the board of governors preview of the Price Waterhouse tabulation Monday, expressed fulfillment of his hope for complete unanimity among the chapters.

The results of the nominations, compiled from the 41 categories, places the competition between both coasts on an even balance:

NBC received 86 nominations. CBS was close with 84. ABC registered 19. Of this total, 100 were recognized as specifically eastern shows, with 103 emanating from the west.

T. Freebairn-Smith, executive secretary of the Academy here, anticipated a national membership of 3,000 within the next two years as a result of moves to establish local chapters in all of the major areas.

Among those forming chapters this year who will participate in the national and local awards next year are Irv Kupcinet, of the *Chicago Sun Times*, and Ray Jones of AFTRA for Chicago; Charles Vanda, of WCAU-TV, starting one in Philadelphia, and Phyllis Doherty, of WNAC-TV, who is putting one together in Boston.

NBC-TV bought the "Emmy Awards" package from ATAS for both national and local sponsorship. With Oldsmobile picking up the national tab, the local Oldsmobile dealers are being approached to take care of the local show which will follow immediately to announce the winners of the eight local categories.

The national presentation of the Emmies March 17, over NBC-TV will be handled by William Kayden as coordinating producer for both coasts, and William Bennington, as coordinating director of the show. The two have worked as a successful team on other national events for the network. This year's event will emanate from the banquets in the Grand Ballroom of the Waldorf-Astoria in New York and the Pan Pacific Auditorium in Hollywood, with a total of 4,500 expected.

DON DEFORE, president of the west coast TV Academy for 1955, who will preside at the eighth annual Academy Awards dinner.

The framework of a national organization of ATAS, and a pattern of representation is being prepared by Loren Ryder, chairman of the coordinating committee in Hollywood, and Lawrence Langner, head of a similar committee in the east.

A national board of governors and a national president are scheduled to be elected May 1, when the local chapters will commence functioning under a local board of governors.

HOLLYWOOD

HOLLYWOOD: Companies experienced in producing motion pictures for television are gaining in stature as the backbone of the medium.

Primed for an expansion program, Four Star Films is the latest company ready to discuss the use of its facilities, manpower and experience with producers whose projects can be developed within its realm of operation. A projection of Four Star's plans for the immediate future through ***Walter A. Tibbals***, who joined the company last week as a creative executive after a long association with B.B.D. & O., gave evidence of the tide.

Branching out with endeavors beyond the making of its dramatic anthologies, Mr. Tibbals said the company is now prepared to enter commercial production on a major scale. He viewed the future of color film commercials, which could be integrated on black and white programs, as coming into its own. The identification of color for the sponsor's product, which will create greater sales appeal, will add impetus to network interest in campaigning for the purchase of color TV sets, he predicted.

Four Star will investigate agency interests in the type of programs sought for clients. —*S.D.B.*

Who's Where

WALTER B. BRUCE has been named senior account executive and director of merchandising of Station WABD, New York, it has been announced by **TED COTT**, vice-president of the Dumont Broadcasting Corporation. Mr. Bruce was formerly advertising manager of the Bohack Company, and later of Grand Union, and will specialize in the handling of supermarket products for the DuMont station.

RICHARD CLOSE, formerly manager, represented stations, has been appointed director of represented stations for NBC Spot Sales, **THOMAS B. McFADDEN**, vice-president in charge of NBC Spot Sales, announced last week in New York.

ROBERT H. BOULWARE, manager of WLW-T, television outlet of the Crosley Broadcasting Corp. in Cincinnati, will leave the station March 1 to join the Bryan Houston advertising agency in New York as an executive, it was announced by **ROBERT E. DUNVILLE** president of Crosley Broadcasting.

ARNOLD STARR has joined WOR-TV, New York, as an account executive, it is announced by **BILL DIX**, the station's sales manager. He was formerly merchandising director and account executive with WPAT, Paterson, N. J., and an account executive at WMCA, New York, and WAAT, Newark, N. J.

WILLIAM K. TREYNOR has been named stations sales manager of the TelePrompTer Corporation. The announcement came from the office of **HERBERT W. HOBLER**, vice-president in charge of the company's sales operations. Mr. Treynor resigned as manager of the station relations department of the National Association of Radio and Television Broadcasters to accept the post.

CHARLES M. AMORY, president of UM&M TV Corp., has announced the following appointments to the organization's sales and advertising staff, effective immediately: **IRVING FIELD** as eastern station sales manager; **FRANK SOULE** as non-theatrical sales manager, and **JOHN L. D. PETERS** as advertising manager.

Two new account executives have joined Ziv TV sales in Chicago, it is announced by **M. J. RIVKIN**, vice-president in charge of sales. They are **HAROLD L. DANSON**, who will report to New York, and **PHIL MERGENER**, who will report to Chicago.

C. J. PAJAKOWSKI has been named an account executive for WNDU-TV, Channel 46, the Notre Dame Station and a primary NBC affiliate in South Bend, it is announced by **WILLIAM THOMAS HAMILTON**, sales manager.

JOEL WEISMAN has been named manager of film production for WABD, it is announced by **TED COTT**, vice-president of Dumont Television Corporation and general manager of its owned and operated stations. Mr. Weisman will report to **BILL ADLER**, WABD program director.

TV TALES from BRITAIN

LONDON: Commercial TV has arrived in the Midlands. The opening programme was presented jointly by ATV, the weekday contractor, and ABC, the weekend contractor, with all available advertising time on the opening night was sold. I.T.A.'s Midlands programmes are transmitted from its new station near Lichfield. This station, equipped by Pye, has been built and equipped within seven months at a cost of £300,000 ($900,000). The aerials were designed and erected by Marconi and the distributive equipment supplied by General Electric. At the moment it operates at 60 kilowatts power but will go to 200, making it the nation's most powerful.

THE FIRST of a monthly series of reports on the American scene have been shown on the BBC television service. Joseph C. Harsch, well known for his "American Commentary" on radio, is narrator for the series, the first programme of which is on the American traffic problem. Subsequent programmes will deal with other aspects of American life of interest to the British people. At first it was proposed to use American telerecordings, then the United States Information Agency said it was prepared to commission a film unit to shoot special material. This film is the basis of the show.

ABC Television has taken over Ealing Studios casting department *en bloc*. With the cessation of production at Ealing, Howard Thomas, managing director of ABC Television, announces that Mis Harper-Nelson becomes ABC casting director with Th Graves as her assistant. Both the company after long and cessful careers at Ealing. Wi Cartlidge, director and ge manager of Associated Br Cinemas, has been appointed t board of ABC Television. He been loaned to serve as an e tive director of the latter com

SPEAKING to the Manch Luncheon Club Sir George Ba director of B.B.C. Television, his first statement of policy commercial TV started.

He defined the immediate of the BBC as: "To maintain gradually to improve the qu of the programme, so that th at home is a reasonable alt tive to the theatre or the cin I do no believe it should, or be, a replacement for either.

"To curb the natural ten of those who live by adve ment alone to increase qua A gradual increase need not the expense of quality.

"To fight against the spli up of an evening into a succe of kaleidoscopic bits and pie

LIKE the stately B.B.C., the ernment-appointed ITA is obv ly determined to uphold the di of British TV.

Recently the Authority iss warning to a programme con tor on the questionable taste programme. That programm since been taken off the air.

—*WILLIAM*

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, include:

At ANIMATED PRODUCTIONS, Inc.

Revlon Lipstick (*Getschal Co.*)
Coty Cosmetics (*Franklin Bruck*)
Listerine (*Lambert & Feasley*)
Yonkers Raceway (*Franklin Bruck*)

At ARMSTRONG & CO.

Stegmeier Beer (*McCann-Erickson*)
Simon Pure Beer (*Baldwin, Bowers and Strachan*)
Clover Leaf Milk (*Gillham Adv.*)
Duquesne Beer (*Vickers & Benson*)

At CALHOUN STUDIOS, Inc.

Esso Gas (*McCann-Erickson*)
United Aircraft (*Direct*)
Aborns Coffee (*Anderson & Cairns*)
American Greeting Cards (*Fuller, Smith & Ross*)

At CINEGRAPHICS, Inc.

General Tire & Rubber (*D'Arcy*)
Chunky Candies (*Hilton & Riggio*)
Remington Rand (*Direct*)
Eastman Kodak Film (*Thompson*)
Bethlehem Steel Products (*Direct*)

At CINEMA SERVICE, Inc.

Pepsodent Toothpaste (*Ruthrauff & Ryan, Inc.*)
Conrad Nagel Hollywood Preview (*Direct*)
Enterprise U.S.A. (*Direct*)

At EAST COAST TELEVISION

Pall Mall Cigarettes (*S.S.C. & B.*)
RCA TV Color Sets (*Kenyon & Eckhardt*)
Molson's Beer & Ale (*Cockfield Brown & Co.*)

At FILM CREATIONS, Inc.

Amoco Gas (*Joseph Katz Co.*)
Savarin Coffee (*Gumbinner*)
Florida Citrus Commission (*Benton & Bowles*)
Sunbeam Appliances (*Perrin-Paus*)

At NATIONAL SCREEN SERVICE

Gemex Watch Bands (*Fairfax Adv.*)
Burry's Ice Cream Sandwich (*Beacon Adv.*)
ABC Film Syndicate Signature (*Direct*)
Ed Sullivan Program Announcement (*Direct*)

At SARRA, Inc.

Dodge Cars (*Grant Adv.*)
Mennen Skin Magic (*Grey Adv.*)
Herbert Tarryton Cigarettes (*M. H. Hackett Co.*)

At SCREENCRAFT ENTERPRISES, Inc.

General Mills Foods (*Dancer*
gerald Sample)
Langen Bread (*Biow, Beirn,*
Co.)

At TELEMATED CARTOONS

Nedicks Products (*Weiss & G*
Bulova Watches (*Direct*)
Hot Shoppes Restaurants (*Di*
Longines-Wittnauer Watches
tor Bennett)

At VIDEO PICTURES, Inc.

Oldsmobile (*D. P. Brothers &*
Mutual of Omaha (*Bozell &*
Jacobs)
Simoniz Floor Wax (*S.S.C. &*
Anson Jewelry (*Grey Adv.*)

At UNITED WORLD FILMS

Du Pont Products (*B.B.D. &*
Falstaff Beer (*Dancer Fitzg*
Sample)
Studebaker (*Benton & Bowle*

"IN THE EAST" it's MOVIELAB FILM LABORATORIES, INC.
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QUALIT
is our busines

otion Picture Daily Feature Reviews

er-Exposed

Columbia

NDOUT performance by Richard Crenna, who masters a support-
le easily, might well be a box-office "find" in Columbia's mod-
y budgeted film, "Over-Exposed." Cleo Moore is featured as a
s girl turned photographer who unwittingly rises to the top of
ofession while turning a deaf ear to thriving crime.

traying an ambitious reporter who risks his life to rescue Miss
from her criminal associates, Crenna gives an admirable per-
nce, one that could serve as a springboard to starring roles. As
oine photographer, Miss Moore fails to match Crenna's dramatic
s and apparently depends heavily on him to produce the dramatic
us.

Lily Krensa, Miss Moore, ordered to leave the city after being
ed during a night club raid by police, befriends Raymond Green-
as a free-lance photographer. Offering to pay her for modeling,
leaf assists her in learning the mechanics and technical aspects
photo trade, eventually giving her his prize camera as she sets
r New York. There she meets Crenna who, in addition to putting
contact with a favorable night club owner who gives her a job,
n love with her.

satisfied with the work at the club, she later transfers to another
ainment spot known to have criminal backing. During her work,
advertently snaps a picture of a criminal who earlier that night
urdered an accomplice. Unfortunately for Miss Moore, she buries
criminating print in her files to be used later for bribery rather
release the convicting evidence to the police. Subsequently, her
e backfires and Crenna rescues her from the crime syndicate
kidnapped her in their attempt to find the master print. Cleared
lice for her efforts in abolishing the syndicate, Miss Moore marries
a in time for a European honeymoon as staffers for the same news
e.

nning time, 80 minutes. General classification. Release date not

J. E.

etable

Mark Stevens-United Artists

RTLY DIRECTED and written, "Timetable" is an interesting picture.
incipal fault lies in the fact that the pace at which it starts is not
intact to the end. Mark Stevens, known to TV audiences as a star-
cer-director, performed all three chores on "Timetable."

starts with an ingenious train payroll robbery executed by an al-
doctor. Both the insurance company and the railroad put their
etectives to work on the case but there isn't a loophole to be found.
railroad man insists there's no such thing as a perfect crime, but
surance investigator, Stevens, isn't as certain. And well he might,
t of nowhere comes the realization he's the brains behind the en-
caper." The audience is given no indication of his complicity and
velation, about one-third of the way through the film, is a stunning
wist.

vens' direction is terse and tense and proves he is capable of really
tant work. His acting, as well as the others', is in the same tempo
ontributes enormously to the film's effectiveness. None of the other
s are known but that doesn't prevent their giving good perform-
. King Calder is the cop, Felicia Farr the doctor's wife in love with
ns and Marianne Stewart is Stevens' wife who learns too late his
tisfaction with his life and thus his flirtation with crime.

e title refers to the split second precision with which Stevens has
ed the robbery and the escape. "Timetable," which has a screen-
by Aben Kandel from a story by Robert Angus, is a cut well above
rdinary melodrama, and most audiences should find it to their
.

nning time, 79 minutes. General classification. Release date not

Please Murder Me

DCA-Gross-Krasne

WHEN IT COMES to suspense and a guessing game, "Please Murder Me" qualifies as a film sure to please both the audience and the box office. It combines selling elements of superb casting, an intriguing plot and deft photography that aptly serve to boost the performances of Angela Lansbury, Raymond Burr and Dick Foran.

As Myra Leeds, Miss Lansbury offers an appropriate contrast to her recent portrayal in "The Court Jester." Here, she assumes the cloak of a murderess and shares her criminal life with her husband, Foran, and a painter. Burr, as Foran's criminal lawyer, falls for Miss Lansbury's trap, that of falling in love with her, with an alternate motive that he would defend her in event of any later court action. The somewhat complex plot brings about the murder of Foran and Miss Lansbury's subsequent acquittal at the trial under Burr's capable guidance.

Realizing his fatal mistake in protecting her when she did commit the murder, Burr organizes a plan that includes his own subsequent murder by Miss Lansbury and the killing of her amorous painter with whom she was planning a European voyage. The guessing game ends with Burr's murder at the hands of Miss Lansbury and her subsequent apprehension by police who, via the use of a tape recorder, have the necessary evidence for a conviction.

Donald Hyde directed the production which gives the audience, particularly adults, the opportunity to solve the crimes.

Running time, 78 minutes. Adult classification. March release.

Uranium Boom

Columbia

THE LURE OF URANIUM and the cut-throat tactics of surveyors who envision complete control of its sources are the themes of Columbia's "Uranium Boom." Featured are Dennis Morgan, Patricia Medina and William Talman. A moderately budgeted film directed by William Castle and produced by Sam Katzman, it offers an unusual plot on an original and timely subject and treats it realistically.

Morgan gives a favorable performance as a cowhand and lumberjack who, after having been drawn to the much publicized uranium town, joins up with Talman, portraying a similar fortune hunter, and then sets out for the Colorado hills armed with mining equipment. At the outset the story moves rapidly, then slackens after the team makes a rich uranium strike, to introduce Miss Medina who, unknown to Morgan, was seeking Talman, her presumed fiance. However, she meets Morgan, falls in love with him, they marry and return to the mine with Talman, who leaves it in the hands of the newly married couple.

Envisioning even more riches than he had previously dreamed, Morgan sets out to take over claims of adjoining prospectors who fail to meet annual improvement obligations as required by law. Meanwhile, Talman completes plans for the financial doom of Morgan and through two accomplices spreads the rumor to his former mining partner that a new railroad spur is coming to the area. Money-hungry Morgan mortgages his interests to buy new claims near the rail line and then learns of the hoax that leads to his bankruptcy. All ends well as Morgan, Miss Medina and Talman return the claims to adjoining prospectors and set out anew for another strike.

Running time, 67 minutes. General classification. Release in March.

J. E.

AMPA Meets Thursday

A nominating committee for the new administration of Associated Motion Picture Advertisers will be elected at a closed meeting of the organization to be held Thursday at the Hotel Piccadilly here.

Gets Story Post at RKO

Archibald G. Ogden, formerly editor-in-chief of Appleton-Century-Crofts, book publishers, has been named associate story editor in the new Eastern story department of RKO Radio.

Columbia's

picnic

IS THE NUMBER 1 BOXOFFICE PICTURE IN THE COUNTRY!

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 39. NEW YORK, U. S. A., TUESDAY, FEBRUARY 28, 1956 TEN CENTS

the Military

t New Study
: Clearances
Army Bases

ort Pentagon Is Not
sfied With Status

By MURRAY HOROWITZ

fresh study of the Army-Navy
heatre problem, this one appar-
motivated by complaints of the
ry, is under way, it was learned
yesterday.

study of the clearance situa-
s it pertains to Army and Navy
theatres will be carried out by
the individual distributing com-
s and the Pentagon, it was
.

ports that Pentagon officials at-
d the last meeting of the sales
gers committee of the Motion
e Association of America were
med by Richard Altschuler,

(Continued on page 4)

p. Year Net
: $919,034

profit of $919,034 for the year
Oct. 24 was reported yesterday
epublic Pictures Corp. in its an-
report to stockholders. The
contrasts with $804,201 re-
d for 1954, or, an increase of
,833 for last year.

e gross revenue for last year
d $39,621,099 as compared
$37,962,359 for the previous
year.

t income of the corporation and
bsidiaries for last year prior to
deduction of income taxes was
4,034.

ied to Testify First
SSBC Hearings

presentatives of Allied States
ciation will occupy the entire first
of testimony on March 21 when
Senate Small Business Subcom-
e is scheduled to open its hear-
in Washington on industry trade

(Continued on page 4)

June 3 New Deadline For AB-PT Divestiture

From THE DAILY Bureau

WASHINGTON, Feb. 27.—The Justice Department has agreed to another three-month extension, until June 3, in the divestiture deadline of American Broadcasting - Paramount Theatres.

Justice officials said the circuit has 27 theatres still to dispose of, compared with 31 at the time of the last extension in December. AB-PT has 22 theatres in a joint interest with Maine-New Hampshire Theatres, another joint interest in the United Artists Theatre in Detroit, and four wholly-owned theatres still to get rid of.

UA's 1956 Release Schedule All Set

United Artists has a complete program for the remainder of the year, with release dates set for 45 productions, Max E. Youngstein, vice-president, revealed yesterday at a trade press luncheon at the 21 Club here.

The schedule of 45 releases, he said, is numerically the same as U. A.'s schedule for 1955. As of now, Youngstein disclosed, the company has a total of 78 future productions definitely set, exclusive of certain pictures in multi-film deals made with producers and stars and calling for delivery of a certain number of films over a period of years. Only those actually in the working or planning stages are included in the 78. Counting all commitments for which United Artists distribution deals have been set, the company has a three-year

(Continued on page 4)

Barnes Says It's 'Unlikely'

Appeal of 16mm. Suit Decision 'Doubtful'

Final Disposal Rests With the D of J; Believe Further Action Will Be Dropped

By J. A. OTTEN

WASHINGTON, Feb. 27.—Assistant Attorney General Stanley N. Barnes said he doubts the government will appeal the California District Court decision dismissing its 16 mm. anti-trust case. Deadline for filing the appeal is March 10.

Barnes, in charge of the anti-trust division, said there hadn't been a final Justice Department decision yet on whether or not to appeal, but that "I rather doubt we'll appeal it—it's rather unlikely."

Final decision is made by the Solicitor General's office, on the basis of recommendations from the anti-trust division. Barnes' remarks seemed to indicate that he had recommended that the decision not be appealed, that he is waiting a final decision from the Solocitor General's office.

The defendant companies were

(Continued on page 4)

Congress May Have to Mull Toll TV Issue

From THE DAILY Bureau

WASHINGTON, Feb. 27.—Federal Communications Commission chairman George McConnaughey said "there are some very serious questions as to whether subscription TV may have to go to Congress for legislation."

He made the statement in testimony before a House Appropriations subcommittee. The testimony was given Feb. 15, but released only today.

The opponents of toll TV have argued that the commission has no authority to license it, and that the matter must go to Congress.

McConnaughey told the subcom-

(Continued on page 4)

Selznick-RKO Deal Is Off

From THE DAILY Bureau

HOLLYWOOD, Feb. 27. – Deal whereby the Selznick Co. would make a series of features for RKO Radio release has been abandoned, although negotiations are continuing toward the possibility of a deal involving only "A Farewell to Arms."

In a joint announcement by Daniel

(Continued on page 4)

Reaffirms D.C. Tax Rejection Decision

From THE DAILY Bureau

WASHINGTON, Feb. 27. – A House-Senate District subcommittee today reaffirmed an earlier tentative decision rejecting a District of Columbia government proposal for a new two per cent admissions tax in the District.

The subcommittee also voted speci-

(Continued on page 4)

Altschuler Tells of Plans

Republic Plans Demonstration of Naturama Process in Branch Cities

Republic Pictures will hold demonstrations of its new anamorphic dual lens wide screen process Naturama in all branch cities, beginning the latter part of March, it was disclosed here yesterday by Richard Altschuler, vice-president in charge of world-wide sales.

Altschuler said the demonstration reel will contain clips from "Maverick Queen" and "Lisbon," the first of two Republic pictures utilizing the process, in addition to an exposition of the system by president Herbert J. Yates.

"Maverick Queen," starring Barry Sullivan and Barbara Stanwyck, will be released the latter part of April, he stated, while "Lisbon," starring Ray Milland, Maureen O'Hara and Claude Rains, is now being completed.

Altschuler stated that eventually

(Continued on page 4)

PERSONAL MENTION

HERMAN ROBBINS, chairman of the board of National Screen Service, has returned to New York from Florida.

•

Irving Mack, president of Filmack Trailer Co., will return to Chicago today from New York.

•

Walter Branson, RKO Radio vice-president in charge of worldwide distribution, and **Robert S. Wolff**, managing director for the United Kingdom, have left New York for the Coast.

•

John C. Flinn, Allied Artists director of advertising-publicity, and **Vincent M. Fennelly**, producer, will leave here tomorrow for Hollywood by way of Detroit, Chicago and Dallas.

•

Victor Powell, in charge of J. Arthur Rank theatre activity in the West Indies, will return to London today from New York via B.O.A.C.

•

Arthur C. Bromberg, president of Allied Artists Southern Exchanges, has returned to his home in Bayou La Batre, Ala., from Atlanta.

•

Hugh Owen, Paramount Film Distributing Corp. vice-president, returned to New York yesterday from Philadelphia.

•

Hal R. Makelim is the father of a girl born to **Mrs. Makelim** at Griffith Park Maternity Hospital, Hollywood.

•

Max Fellerman, vice-president of Lopert Films, will leave Hollywood by plane today for New York.

•

Dan S. Terrell, M-G-M publicity director, returned to New York yesterday from Las Vegas.

•

Ben Hecht, writer, has returned to New York from London via B.O.A.C.

•

Maurice King of King Brothers returned to Hollywood yesterday from New York.

•

Joy Batchelor, film animator, has left New York for London via B.O.A.C.

Atlas Elects Allen

Election of James Allen as a vice president of Atlas Corp. was announced yesterday by Floyd B. Odlum, president. Allen has been a member of the executive staff of Atlas for the past three years.

'Clean-City' Trailer In Skouras Theatres

Skouras Theatre Corp., in cooperation with The Citizens' Committee To Keep New York City Clean, Inc. will use a new 10-second, color puppet film commercial on the "Clean City" theme in 22 Skouras Theatres for a one week audience-reaction test beginning tomorrow.

A long term program will be considered by Skouras as a public service if audience reaction to the film proves favorable in the opinion of theatre managers. Skouras management estimates 200,000 patrons will preview the clean-up film during its initial one week run at Skouras Theatres in Manhattan, the Bronx and Queens.

Report Big Grosses For 'The Conqueror'

Howard Hughes' "The Conqueror" drew strong opening-day and weekend grosses in 28 situations last week, it was announced yesterday by Walter Branson, RKO Radio vice-president in charge of worldwide distribution.

In Los Angeles the film opened at the Hill Street with $5,611 and on the weekend attracted $5,623 and $6,348. Playing day-and-date with the Hill Street, the Wiltern in Los Angeles initially drew $3,733 with a weekend take of $4,585 and $3,988.

In Dallas, where the CinemaScope-Technicolor production opened Friday at the Majestic Theatre with a top gross of $3,410, the receipts on Saturday were $4,213. On Sunday the box office hit $3,506.

The Majestic Theatre in San Antonio opened Thursday with $2,584, an outstanding figure for the house, and drew an exceptional gross on the weekend, $4,309 and $4,136, the reports disclosed.

Set Ga. T.O. Convention

ATLANTA, Feb. 27. – Tommy Thompson, president of the Georgia Theatre Owners Assn., has announced Atlanta has been selected as the site for the organization's annual convention, to be held at the Biltmore Hotel, May 29 through 31. Mrs. Ruth Carter is chairman for women's activities.

Gets TV Channel

WASHINGTON, Feb. 27. – The Federal Communications Commission granted Video Independent Theatres, a Southwest theatre circuit, a television channel at Hot Springs, Ark.

In Air Force Post

WASHINGTON, Feb. 27. – Col. Joseph F. Goetz, former RKO Theatres executive, has been named director of public relations for the Allied Air Forces in Southern Europe.

Slight Drop Reported In Admission Taxes; Total Is $31,286,000

From THE DAILY Bureau

WASHINGTON, Feb. 27. – General admission tax collections by the Treasury totalled $31,286,000 during the last quarter of 1955, compared with $31,477,000 during the last quarter of 1954, the Internal Revenue Service reported.

The admission tax is now 10 per cent on all tickets over 50 cents. General admission tax collections include collections on admissions to legitimate theatres, sports events, concerts and other entertainments, as well as to motion pictures.

Six-Month Figures Tabulated

The service said that for the first half of the current fiscal year–in other words, for the last six months of calendar 1955–general admission tax collections totalled $58,175,000, compared with $59,857,000 for the comparable period of the previous fiscal year.

Loew Drive-in Bid Hearing Next Month

WASHINGTON, Feb. 27.–Loew's application for permission to build a new drive-in theatre in the Houston suburb of Sharpstown will probably be heard by the New York District Court the week of March 12.

Justice Department officials said they understood the company was asking the New York court to hear the case on March 8 or as soon thereafter as possible, and that this now looked as though the hearing would take place sometime the following week, possibly on March 15 or 16.

G. C. McConnaughey Again Heads FCC

WASHINGTON, Feb. 27. – The White House announced today that George C. McConnaughey will continue as chairman of the Federal Communications Commission until June 30, 1957.

Although McConnaughey's term as an FCC member runs until that date, his term as chairman expires this March. Normally FCC chairmen are appointed for one year, but President Eisenhower has decided to designate the Ohio Republican for another term, the White House said.

Skouras to Host

Spyros P. Skouras, president of 20th Century-Fox, who is serving as Greater New York motion picture industry chairman in the Red Cross appeal, will act as host at a Metropolitan Club luncheon here tomorrow which will kick off the 1956 Red Cross campaign in the industry.

. . . NEWS ROUNDU

Borge Held in Hartford

Following sellout performance Victor Borge's one-man stage s "Comedy in Music," at 3,300-seat Bushnell Memorial A torium, Hartford, Loew's Thea Inc. has booked the pianist-e tainer into two film houses for M appearances. Borge will play Lo Poli, Waterbury, March 6, and Lo Poli, New Haven, the following ning, at $4.50 top.

■

Nebraska House Reopene

The Joy Theatre at North B Neb., shuttered for two years, wa opened Sunday by the new man Mrs. Harold Sawyer. Shows wi on a four-night-a-week basis. Ge Mott, owner, has installed Cin Scope facilities.

■

Relight Portland Bagdad

The 29-year-old Bagdad, lea suburban theatre of Portland, following extensive remodeling scheduled for a reopening on M 21st. The house is under leas Western Amusement Company.

■

Gasparris Purchase Thea

Eugene and Cecilia Gasparri acquired the Tower Theatre, su quent-run Waterbury, Conn., s tion, from John R. Mahan. T were not disclosed.

NEW YORK THEATR

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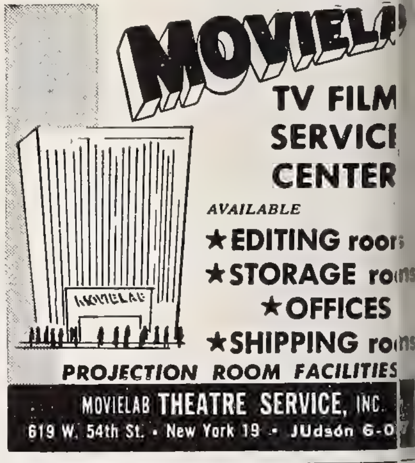

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager: Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

an MacArthur, who was recent- pointed head of the whole of ank Organization's new distribu- setup for Latin America, has been elected to the board of di- s of J. Arthur Rank Overseas Distributors Limited, London. vill leave London for Buenos early in March.

◆

dy D'Angona, of Hartford, has d the advertising staff of Bercal tres, and will work on promotion he Star and Parsons, Hartford.

◆

H. Geissler, vice-president and ral manager of Wil-Kin Theatre ly in Atlanta, has been appointed e board of directors of Theatre ipment Dealers Association to e out the term of the late **Nash** l.

◆

ay G. Colvin, executive director the Theatre Equipment Dealers ciation, has returned to St. Louis r completing a series of 14 talks re civic groups in the Florida itory.

◆

laurice Bailey of Bailey Theatres, v Haven, has been named to his d two-year term on the New ven Board of Finance.

d. Exhibitor Files 60,000 Trust Suit

VASHINGTON, Feb. 27.—A thea- operator in Rockville, Md., has d the eight major distributors here force them to license him first-run ns.

The anti-trust suit was brought by Orbo Theatre Corp., operator of Villa Theatre in Rockville. The la now gets films 21 days after t-run Washington.

The suit, filed in District Court re, asks for an injunction to require distributors to license the Villa ns simultaneously with Washington st-run showing, and also asks for 20,000 damages trebled to $660,- 0. The corporation said it had spent 50,000 to renovate the Villa and d leased the property for 10 years another $70,000. It complained at it would lose the entire invest- ent unless the present film release licy of the distributors was ended.

The court was told that Rockville a growing metropolis with 25,000 tential theatre-goers. It was pointed it that Rockville now gets films be- nd Alexandria, Va., which is actu- ly closer to Washington and more mpetitive with Washington.

Attorneys Victor J. Orsinger and seph G. Dooley filed the suit for rbo, which is headed by Edmund . Linder.

Sessions Start Sunday

Heavy Agenda Faces TOA Leaders in New Orleans

A heavy agenda with topics covering the Senate Small Business sub-committee hearings, the status of the arbitration draft and the so-called Allied States Association-Theatre Owners of America "mutual security pact" on certain trade practices will highlight the annual mid-winter combined meeting of the board of directors and executive committee of TOA at the Hotel Roosevelt in New Orleans which commences on Sunday.

E. D. Martin, chairman of the board of TOA, announced that at least 80 leaders of the national exhibitor association will attend the March 4-6 meeting.

Besides discussing and preparing testimony for the March 21-22 SSBC hearings in Washington, which will be based partly on a compilation of the TOA questionnaire sent to its membership a number of weeks ago, the TOA directors will be prepared to consider:

¶ The shortage of product—and the divorced circuits being allowed to engage in film production and to invest in Exhibitors Film Financial Group, which has been in "mothballs" for some time;

¶ A reevaluation of their approval of the arbitration draft, approval of which has been "temporarily withdrawn," and to possibly press for the inclusion of selling policies and film rentals in any future arbitration draft;

¶ The recent agreement on industry problems between Allied States and TOA, especially on arbitration and divorced circuits engaging in production, and

¶ The procurement of an executive director and a replacement for George Gaughan, recently resigned TOA field representative. Elmer Lux of Buffalo is said to be among those considered.

A strong pitch for an international exposition and fair will be made by Walter Reade, Jr., past TOA president, who is proposing that the 1956 TOA convention, which will be held at the New York City Coliseum, Sept. 19-25, should include the entire industry. It is understood that Reade is currently preparing a definite outline as to what the TOA "fair" should include. It now is set to run in conjunction with the annual Theatre Equipment and Supply Manufactures Association trade show.

Myron N. Blank, TOA president, a short time ago, revealed that he had approached Eric Johnston, president of the Motion Picture Export Association, in regard to having foreign trade leaders attend the 1956 TOA convention and the TESMA trade show.

Full Attendance Expected

Among the TOA leaders who will attend the New Orleans board meeting are Kenneth Anderson, George Armistead, Blank, Tom Bloomer, Abe Blumenfield, Robert E. Bryant, A. Julian Brylawski, James S. Carbery, C. E. Cook, Horace Denning, Ed Fabian, Edwin Gage, Nathan Greer, Herman Hunt, Boliver Hyde, Mack Jackson, Tom James, Burton Jones, R. M. Kennedy, George Kerasotes, H. F. Kincey, Paul Krueger, Nat Lapkin, Herman Levy, Robert Livingston, M. A. Lightman, Jr., M. A. Lightman, Sr., E. D. Martin, Roy Martin, Sid Markley, Walter Morris, J. J. O'Leary, Robert J. O'Donnell, Albert M. Pickus, Sam Pinanski, Henry G. Plitt, Reade, Sam Rosen, J. J. Rosenfield, John Rowley, A. Fuller Sams, Jr., Jay Solomon, Alfred Starr, Ernest Stellings, J. B. Schuyler, J. Meyer Schine, Robert W. Selig, Morton C. Tune, R. B. Wilby, L. J. Williams, Nat Williams and Mitchell Wolfson.

Odlum Testifies on RKO-Atlas Merger

WASHINGTON, Feb. 27.—Floyd Odlum, president of Atlas Corp., testified today before the Securities and Exchange Commission on the proposed merger of Atlas with RKO Pictures Corp. and four other companies.

Odlum's testimony, which took up the entire day, was entirely technical and dealt almost exclusively with the oil companies involved in the merger.

Manager Killed

OMAHA, Feb. 27.—Robert W. Peterson, 32, manager of the Admiral Theatre here up to last December, was killed when his car struck a guard rail on an overpass near West Point, Neb. Peterson had resigned to enter the insurance field.

Diversified Agenda For Allied Gulf Meet

Special to THE DAILY

NEW ORLEANS, Feb. 27.—A diversified agenda will highlight the ninth annual convention of the Allied Theatre Owners of the Gulf States which will be held at the Roosevelt Hotel here on March 12-13. Among the topics to be discussed are subscription television, a report on Allied's Emergency Defense Committee, film selling policies and rentals.

Slated to attend the annual conclave are Abram F. Myers, Allied general counsel and board chairman; Rube Shor, Allied States' president; William C. Gehring, executive assistant general sales manager of 20th Century-Fox, and Max E. Youngstein, United Artists vice-president.

Past Counsel Says

Pay-TV Is Not Answer to UHF Economic Need

From THE DAILY Bureau

WASHINGTON, Feb. 27.—There is little likelihood that any UHF television licensee appearing before the Senate Commerce Committee this week will suggest that the authorization of subscription television for use by UHF stations will answer the economic needs of those stations.

That's the opinion of Benedict Cottone, former general counsel of the Federal Communications Commission and current counsel for the UHF Coordinating Committee, a group of more than 80 per cent of the country's UHF station operators.

"So far as I know," Cottone said today, "none of our people will propose subscription television as an answer. If any other UHF operator does propose it, it would only be suggested as a temporary measure to carry the UHF station until such time as a basic solution is worked out."

Both Sides to Be Heard

The Senate committee, looking into the overall condition of the country's television industry, expects to hear testimony from both proponents and opponents of subscription television next month.

"Sooner or later," said George B. Storer, president of the Storer Broadcasting Co., "the large film backlogs owned by the film companies will be offered to the large stations. After they have shown them two or three times the films will be offered to the small stations. Then the small stations will have more program sources."

Fox Sponsors Junket To N.M. for 'Space'

A preview of 20th Century-Fox's "On the Threshold of Space" in CinemaScope will highlight a two-day celebrity and press junket March 2-3 from Hollywood to Halloman Air Force Base in New Mexico, locale of the production.

Ten Hollywood stars and more than 50 members of the press, TV and radio will fly from the Coast in helicopters at the invitation of the Air Force.

New Paramount Pact For Panama, Frank

HOLLYWOOD, Feb. 27.—Norman Panama and Melvin Frank will make four pictures for Paramount during the next four years under terms of a new contract announced today. The contract gives them participation in the returns from films they will make with Paramount financing.

16mm. Suit

(*Continued from page* 1)

dismissed from the conspiracy complaint on Dec. 5 of last year when Federal Judge Leon R. Yankwich, in Los Angeles, in a 91-page decision, exonerated them from charges of violating the Sherman Anti-Trust Act. The trial had consumed 25 court days during which more than 25 executives testified.

'Clearance' Approved

The court found that defendants had not committed any of the illegal acts set forth in the government's complaint and that such restrictions as were imposed on 16mm. sales were for the protection of each company's income. In exonerating exhibitor organization defendants, the court termed them as "gadflies" and urged the distributors to tighten their restrictions but not become "fellow offenders." The decision also noted that films could not be marketed like other products and that the "system of clearance is legitimate."

Defendants were 20th Century-Fox, Warner Brothers, RKO Radio, Columbia and Universal. Republic, Pictorial Films and Films, Inc., previously had taken consent decrees containing escape clauses which entitled them to regard the decision as pertaining to them, also.

Republic to Screen

(*Continued from page* 1)

Republic hopes to employ Naturama in all of its films. Yates, in his annual report to stockholders received here yesterday, said after several years of experimentation the wide screen process was developed by Republic studios and Consolidated Film Industries. The projection ratio was said to be 2.35 to 1. Yates maintioned the system, which also features color, "eliminates distortion and grain and improves photographic and color quality."

Formula Report Today

A report by the subcommitee charged with the problem of working out the details of the agreed-upon formula for the division of permits, will be rendered today to the Motion Picture Export Association board of directors. The MPEA meet also will take up the problem of dividing up Indonesian permits, as well as other foreign problems.

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REVIEW:

Backlash

Universal

A FINE performance by Richard Widmark in a tightly knit story that sparkles with suspense should prove a strong box-office attraction. With Donna Reed co-starred and in color by Technicolor, "Backlash" will appeal to most audiences. A further selling point is the rugged western locale, caught by the color cameras in all its scenic splendor.

As a stray cowhand, Widmark meets Miss Reed on the scene of an Apache massacre in which he believes his father was killed. The evidence as pieced together by a cavalry sergeant, played by Barton MacLane, shows that five men were killed at the scene, three of them identifiable. Widmark's belief that a sixth man, who stole the $60,000 worth of gold that the group had found, is confirmed by MacLane only seconds before his death.

Widmark sets out to find the sixth man with intentions of killing him to avenge the supposed death of his father. Miss Reed joins him in the hunt but solely to recover some of the gold which her husband, one of those massacred, had found. The trail ends in Texas where Widmark learns that his father wasn't killed in the Indian raid and that he made off with the gold which he used to instigate a cattle rustling business. Face to face, Widmark finds he is unable to kill his father. In an ensuing gun battle, his father is killed and Widmark joins Miss Reed in planning a new life together.

John Sturges directed the quick-moving story that abounds in suspense. Both he and producer Aaron Rosenberg made good use of the natural Western scenery to enhance the film's visual appeal. "Backlash" will appeal to anyone who likes action-packed Westerns.

Running time, 84 minutes. General classification. For April release.

JACK EDEN

Army Bases

(*Continued from page* 1)

chairman of the committee. He described the Feb. 15 sales managers meeting as friendly, adding that other meetings with Pentagon officials on the situation will be held in the future.

Although he declined to spell out the nature of the recommendations of Pentagon officials, it is understood from other sources that some dissatisfaction as to clearances for Army and Navy base theatres was voiced. Previously, the complaints have come from exhibitors operating theatres near military base theatres.

That the complaints this time originated from the military was underscored by the absence at the Feb. 15 meeting of any representative of organized exhibition which heretofore dealt with the problem.

Walter Reade, Jr., chairman of the Theatre Owners of America committee which previously studied the problem, said the issue would be taken up at the TOA board of directors meeting, March 4-6, which is to be held in New Orleans.

Allied to Testify

(*Continued from page* 1)

practices. Theatre Owners of America and Southern California Theatre Owners Association members will give testimony the following day, it was learned.

Ruben Shor, Allied president, was slated to undergo an operation in Cincinnati yesterday but is expected to attend the hearings next month.

John Flynn, attorney for the SSBC, sat in on last week's sessions of Allied's drive-in convention in Cleveland as an observer.

UA's 1956 Slate

(*Continued from page* 1)

supply of product lined up now, Youngstein said.

The luncheon honored Roger Lewis, recently appointed advertising-publicity director of U. A., and Francis Winikus who, after holding the latter post for the past five years, has been made executive assistant to Youngstein. Winikus will leave here on Saturday for Paris, where he will headquarter for the next three years as head of the company's European advertising-publicity, with special attention to United Artists' releases produced abroad.

Youngstein said the U. A. advertising-publicity department will continue to be strengthened, both from within the ranks and from outside.

D.C. Tax Rejection

(*Continued from page* 1)

fically to exempt film rentals from a proposed new tax on rentals of personal property.

The subcommittee's decisions represented a major victory for local theatre owners who had fought both proposals. The new admission tax and the film rentals tax were included in a big tax increase package presented to Congress by the District Commissioners. The Theatre Owners Association of Metropolitan Washington opposed both proposals.

The admission tax proposal also attracted attention from industry leaders outside the District. They feared that approval of an admission tax in the District would hurt the industry's chances for getting relief from the Federal admissions tax and would also serve to induce other states and cities to levy local admission taxes.

Toll-TV Issu

(*Continued from page* 1)

mittee the commission hoped to
down drastically in the next
months on the number of TV sta
applications tied up in hearings,
only 29 applications in that st
by July 1, 1957. About 119 wer
hearing last July 1, and the tota
estimated at 68 this coming July 1

Meanwhile a House Judiciary
committee began hearings on
question of whether the Fed
Communications Commission
other regulatory agencies have
preserving competition in televi
and other industries they regu
Chairman Celler (D., N. Y.) said
early hearings would be mostly
aviation and would get to the
and television late in March.

Barnes Questioned

However, the subcommittee t
questioned at length anti-trust
Stanley N. Barnes as to his view
the recent FCC action approving
transfer to NBC of the Westingh
radio and TV stations in Philadel
Westinghouse got NBC's Cleve
stations and $3,000,000.

Barnes revealed that the anti-
division is still investigating the s
tion, and that one of the questio
is trying to decde is whether it
could bring suit in view of the
action approving the deal. He
revealed that on Dec. 27, the day
fore the FCC approval was
nounced, he had written Mc
naughey declaring that the anti-
division had "serious question wh
the proposed transaction" violated
anti-trust laws. McConnaughey
the FCC had made the decisio
Dec. 21, but had not announce
decision until the 28th to give C
missioner Bartley time to prepare
dissent.

Not Criticizing, He Says

Barnes said he was not critici
the commission decision becaus
felt sure the Justice Department
certain information on the situ
that the FCC hadn't had.

Rep. Keating (R., N. Y.) obje
to the subcommittee's "retrying
case." Celler said he wasn't r
ing the case but merely tryin
show a "lack of rapport" betw
Justice and the FCC.

Selznick-RKO

(*Continued from page* 1)

T. O'Shea, president of RKO,
David O. Selznick, it was stated
"plans for the Selznick Co. to pro
independently a series of pictur
be financed and distributed by
have been abandoned as a co
quence of differences of policy."

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MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
(Feb. Release) INVASION OF THE BODY SNATCHERS Kevin McCarthy Dana Wynter SS 80 min. (Rel. 2/5/56)	(Feb. Releases) PICNIC (Color) William Holden Kim Novak Rosalind Russell Betty Field CS 113 min. (Rev. 12/5/55) BATTLE STATIONS John Lund William Bendix 81 min. (Rev. 2/9/56) THE HOUSTON STORY Gene Barry Barbara Hale Edward Arnold 79 min. FURY AT GUNSIGHT PASS David Brian Neville Brand Richard Long 68 min. JOE MacBETH Paul Douglas Ruth Roman 90 min. (Rev. 1/21/56)	(Feb. Releases) FOREVER DARLING Lucille Ball Desi Arnaz James Mason 96 min. (Rev. 2/10/56) (Re-Releases) THE STRATTON STORY James Stewart June Allyson 106 min. (Rev. 4/20/49) THE THREE MUSKETEERS (Color) Gene Kelly Lana Turner 125 min. (Rev. 10/13/48)	(Feb. Releases) THE COURT JESTER (Color) Danny Kaye Jeanmaire 101 min. VV (Rev. 1/27/56) THE ROSE TATTOO Anna Magnani Burt Lancaster 117 min. VV (Rev. 11/1/55)	(Feb. Releases) HIDDEN GUNS Bruce Bennett Richard Arlen John Carradine 66 min. (Rel. 2/3/56) DOCTOR AT SEA (Color) Dirk Bogarde Brigitte Bardot 92 min. WHEN GANGLAND STRIKES Raymond Greenleaf Marjorie Millar John Hudson 70 min.	(Feb. Releases) SLIGHTLY SCARLET (Color) John Payne Rhonda Fleming Arlene Dahl SS 99 min. (Rel. 2/8/56) (Rev. 2/16/56) THE BRAIN MACHINE Patrick Barr Elizabeth Allan Maxwell Reed (Rel. 2/15/56) (Rev. 2/20/56) THE CONQUEROR (Color) John Wayne Susan Hayward Pedro Armendariz CS 111 min. (Special rel. 2/22/56, General rel. in March) (Rev. 2/21/56)	(Feb. Releases) THE MAN WHO NEVER WAS (Color) Clifton Webb Gloria Graham CS 103 min. (Rev. 2/15/56) CAROUSEL (Color) Gordon MacRae Shirley Jones CS-55 127 min. (Special) (Rev. 2/17/56)	(Feb. Releases) FISH MAN (Color) John Bromfield Lon Chaney Victor Jory 76 min. THE KILLER IS LOOSE Joseph Cotten Rhonda Fleming Wendell Cory 73 min. (Rev. 2/2/56) LET'S MAKE UP (Color) Errol Flynn Anna Neagle David Ferrar 72 min. SHADOW OF THE EAGLE Richard Greene Valentina Cortesa 93 min.	(Feb. Releases) THERE'S ALWAYS TOMORROW Fred MacMurray Barbara Stanwyck Joan Bennett 84 min. (Rev. 1/18/56) THE BENNY GOODMAN STORY (Color) Steve Allen Donna Reed 116 min. (Rev. 12/15/55)	(Feb. Releases) HELEN OF TROY (Color) Rosanna Podesta Jack Sernas CS 118 min. (Rel. 2/11/56) (Rev. 12/21/55) THE LONE RANGER (Color) Clayton Moore Jay Silverheels 86 min. (Rel. 2/25/56) (Rev. 1/10/56)	BUENA VISTA (Feb. Re-Releases) SONG OF THE SOUTH (Color) Ruth Warrick James Baskett 96 min. (Rev. 10/29/46) FANTASIA (Color) (Rev. 11/14/40)
(Mar. Releases) THUNDERSTORM Carlos Thompson Charles Korvin 81 min. (Rel. 3/4/56) THE WICKED WIFE Nigel Patrick Beatrice Campbell Moira Lister 75 min. (Rel. 3/18/56) WORLD WITHOUT END (Color) Hugh Marlowe Nancy Gates Nelson Leigh CS 80 min. (Rel. 3/35/56)	(Mar. Releases) URANIUM BOOM Dennis Morgan Patricia Medina 67 min. (Rev. 2/27/56) HOT BLOOD (Color) Jane Russell Cornel Wilde Luther Adler CS 85 min. THE PRISONER Alec Guinness Jack Hawkins 91 min. (Rev. 12/22/55)	(Mar. Releases) MEET ME IN LAS VEGAS (Color) Dan Dailey Cyd Charisse Agnes Moorehead CS 112 min. (Rel. 3/9/56) (Rev. 2/6/56) FORBIDDEN PLANET (Color) Walter Pidgeon Anne Francis CS (Rel. 3/30/56) (Re-Releases) NORTHWEST PASSAGE (Color) Spencer Tracy Ruth Hussey 126 min. (Rel. 3/16/56) (Rev. 2/13/40) THE YEARLING (Color) Gregory Peck Jane Wyman 128 min. (Rel. 3/16/56) (Rev. 11/27/46)		(Mar. Releases) COME NEXT SPRING (Color) Ann Sheridan Steve Cochran Walter Brennan 92 min. (Rev. 2/10/56) CIRCUS GIRL (Tru-Color) MAN IN THE ROAD Ella Raines Dereck Farr	(Mar. Re-Release) ONE MINUTE TO ZERO Bob Mitchum Ann Blythe 105 min. (Rev. 7/22/52) (Apr. Release) THE BOLD AND THE BRAVE Wendell Corey Mickey Rooney CS 99 min.	(Mar. Releases) ON THE THRESHOLD OF SPACE (Color) John Hodiak Virginia Leith Guy Madison CS 95 min. THE MAN IN THE GRAY FLANNEL SUIT (Color) Gregory Peck CS	(Mar. Releases) GHOST TOWN Kent Taylor John Smith Marian Carr 75 min. PATTERNS Van Heflin Ed Begley COMANCHE CC Dana Andrews Kent Smith John Litel Linda Cristal THE THIEF SHALL NOT HAVE THEM Michael Redgrave Dirk Bogarde Anthony Steele	(Mar. Releases) THE WORLD IN MY CORNER Audie Murphy Barbara Rush 82 min. (Rev. 2/2/56) NEVER SAY GOOD-BYE (Color) Rock Hudson Cornell Borchers 96 min. (Rev. 2/10/56) RED SUNDOWN (Color) Rory Calhoun Robert Middleton Martha Heyer 82 min.	(Mar. Releases) OUR MISS BROOKS Eve Arden Gale Gordon Don Porter 85 min. (Rel. 3/3/56) (Rev. 2/10/56) THE RIVER CHANGES Rossana Rory Harald Maresch 91 min. (Rel. 3/24/56) (Rev. 2/15/56) THE STEEL JUNGLE Perry Lopez Beverly Garland Walter Abel 86 min. (Rel. 3/31/56)	I. F. E. (Feb. Release) RIVIERA (Color) Martine Carot Ralph Vallone 88 min.

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.
SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

British Stars to Travel for Fame

From THE DAILY Bureau

LONDON, Feb. 27.–The J. Arthur Rank Organisation is going to use every legitimate method to make the names of its stars known throughout the world, according to John Davis. He said he is sending a number of stars "on safaris" to places like Venice, Helsinki, Stockholm, Paris and Canada to promote forthcoming Rank product and to gain recognition abroad.

No High Court Study Of Stunt Man Case

WASHINGTON, Feb. 27.–The Supreme Court today refused to review lower court decisions throwing out the claim of Jules Garrison that he was entitled to a $1,000,000 reward offered by Warner Brothers.

The reward was offered for anyone who could prove that Burt Lancaster didn't personally perform the dangerous stunts in "The Flame and the Arrow." Garrison claimed he had proof that stunt man Don Turner had done some of the stunts.

Lower courts threw out his claim, holding that Turner had done only minor bits and not the dangerous stunts, and that in any event Warners had withdrawn the offer before he made his claim. Garrison appealed to the high court, and the court today said it would not review the case. The court gave no reason.

Court Rejects Shea Estate's Appeal

ALBANY, N. Y., Feb. 27. – The New York State Court of Appeals turned down an appeal filed by the heirs of Maurice A. Shea in which they charged the administrators of the Shea estate had committed waste and mismanagement.

In its last decision, the court praised the administration of the estate by Edward C. Raftery, Edmond C. Grainger and the late Dennis F. O'Brien and rejected the heir's charges.

In a companion decision the Court of Appeals ordered the heirs to proceed with the arbitration of Grainger's claim for damages for a breach of contract which expires on Dec. 31. Grainger was removed by the heirs on Jan. 1, 1952.

However, the Court has expanded the arbitration theme by permitting the heirs to raise the question of no return on capital investments in computing Grainger's bonus.

Cinerama for Atlanta

ATLANTA, Feb. 24. – Approximately $140,000 will be spent in renovating the Roxy Theatre here by the Georgia Cinerama Co. which has obtained a two year lease on the theatre, the first in the southeast to be adapted for the showing of Cinerama.

Vincent Fennelly Believes

Producers Should Meet Exhibitors To Determine Their Product Needs

Film producers should get out and meet exhibitors in order to find out their product needs, according to producer Vincent Fennelly, who yesterday also said that he plans to produce five features in 1956, all for Allied Artists.

Fennelly, who recently completed "Crime in the Streets," which AA will release domestically in June. said that his juvenile delinquency film will be the first which AA will trade show in 31 exchange cities in a number of years.

The industry veteran, who produced 50 pictures in seven years, 43 of them being Westerns, said that he is of the opinion that producers should travel with their films to find out what theatre men are looking for in product. "I am aware that an exhibitor is primarily interested in films which make money," Fennelly stated, "but he also is keen on story values" and has his finger on what type of entertainment his patrons like. Fennelly said that while his recent production is lacking in "star names," he feels sure that "Crime in the Streets" will attain a good measure of success at the box office.

Since the picture is highly exploitable, Fennelly said that an advertising-publicity budget of $200,000 has been set and that public opinion groups in many cities will be invited to attend screenings prior to the film's opening.

Commenting on his 1956 production plans, Fennelly said that under his contract with AA, he will produce "Counterpunch," "Story of the Texas Ranger" and "Cavalcade of Radio." He said that "Capital Punishment" and "The Story of Mother Cabrini" will be made independent productions.

Points to Savings

Fennelly pointed out that independent production has many compensations, among them being lower production costs. He said that "Crime in the Streets" which has a negative cost of $500,000, would "have cost 35 to 40 per cent more if made as a studio venture."

Production by USIA Reported to Congress

WASHINGTON, Feb. 27. – Film production by the U. S. Information Agency during the last six months of 1955 included 85 films in 27 countries, according to the semi-annual report of the agency to Congress.

The report also pointed out that in the two years since the president's "Atoms-for-Peace" message, U.S.I.A. has used 14 films to carry the "peaceful uses" story in 32 languages to audiences in 80 countries.

Television material is now being sent weekly to 100 overseas stations and is used regularly by most, the report said. It declared that most films in the agency's foreign language film libraries abroad have been made available for TV use.

Yarbrough to Handle Fox Publicity in S.E.

SAN FRANCISCO, Feb. 27.–Don Yarbrough, publicity director for the Fox Theatre here, will handle publicity and exploitation in the Southeast territory for 20th Century-Fox.

His father, Eddy Yarbrough, is publicity and exploitation manager for the Western division of 20th Century-Fox.

To Raze Erlanger

BUFFALO, Feb. 27.–The Erlanger Theatre here has been sold to a Rochester real estate investor who will raze the building that has housed many of the outstanding stage performances during the last quarter century.

RCA Business Over Billion Dollars in '55

The Radio Corp. of America in 1955 did the largest volume of business in its 36-year history, exceeding one billion dollars in sales for the first time. Brig. General David Sarnoff reports to the company's stockholders.

Sarnoff noted that sales of RCA products and services amounted to $1,055,266,000, compared to $940,950,000 in 1954, an increase of 12 per cent.

Net profit in 1955, before Federal income taxes, was $100,107,000, and after taxes, $47,525,000, as compared to the corresponding figures for 1954, which were $83,501,000 and $40,525,000, he said. Earnings per share of common stock were $3.16 last year compared with $2.66 in 1954. RCA's Federal income taxes, social security, property, state, local and excise taxes totaled $97,998,000 in 1955, an amount equivalent to $6.98 per common share.

Levine, Bereson and Rybnick in New Firm

BOSTON, Feb. 27. – Joseph E. Levine, president of Embassy Pictures Corp., of Boston, in association with Edward Bereson and Harry Rybnick, of Los Angeles, has formed Trans-World Releasing Corp. Bereson and Rybnick in the past have produced for United Artists release.

The first world release by the new organization will be "Godzilla," a science-fiction feature. Promotion will be directed by Terry Turner.

Bus Strike Helps Balto. Neighborhoods

Special to THE DAILY

BALTIMORE, Feb. 27. – The street car strike, now in its week here, is proving a boon neighborhood theatres.

Without trolley or bus servic the downtown district, film goers visiting their neighborhood thea

REVIEW:

Mystery of the Blac Jungle

Republic Pictures

LEX BARKER is the principal marc name in this film which concer fantastic Indian cult and which heres to the time-tested formula offering melodrama overlooking pl ibility in favor of action. As straight-a-way script by R Murphy and Jean Paul Calleg based on a Salgari novel, has Barker, and his aides, are attac by cult members while in the jung Repelling the attack, Barker takes in pursuit of the ambushers and covers the fanatic's temple, where learns that the priestess is Jane M well, daughter of the commande the nearby British garrison.

Determined to rescue the fetc Miss Maxwell, Barker is captu and is propositioned by cult lea Luigi Tosi. He will free both M Maxwell and Barker if Barker ag to assassinate the British garr commander. Barker, with an eye Miss Maxwell, says yes, and plun off into the brush in the directio the garrison. He's captured by latter, and using truth serum, British learn of the plot.

Tossing caution to the winds, garrison chief (Pamela Palma) ta Barker and his forces along on att against the cult stronghold. T time out, Palma is captured and about to be killed by Tosi when B ker, on the right side of the law n comes to the rescue.

Georges Venturini produced, direction was handled by Ra Murphy.

Running time, 72 minutes. Gen audience classification.

N. Y. Theatre Liqu Sale Bill Introduce

ALBANY, Feb. 27.–Bills permit the sale of liquor to patrons theatres, not earlier than a half-h before the commencement of a p formance and not later than a h hour after its conclusion, have b introduced by Assemblyman Ar bald Douglas, Jr., of New York, Assemblyman Alfred A. Lama, Brooklyn.

The Douglas measure provides theatres so licensed shall be exe from the requirements for opera a restaurant.

Permit fees would be half th normally charged.

All
the News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

.. 79. NO. 40. NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 29, 1956 TEN CENTS

w Outlet

K's Ealing in istribution eal with MGM

jor Financing Also Come from Loew's

By MURRAY HOROWITZ

1 exclusive distribution deal with ıg Studios of Britain and Loew's, under which Loew's also will ly major financing for production was announced here yesterday ly by Arthur M. Loew, president, Sir Michael Balcon and Reginald r, production head and financial tor, respectively, of Ealing ios.

nder terms of the deal, which ini- runs for two years, Ealing will uce not less than three pictures year. The M-G-M studios near don will be utilized by Ealing, h has produced such pictures as e Ladykillers," now in release;

(*Continued on page* 5)

CBS-TV Buys 104 om Screen Gems

evision oday..

WCBS-TV has purchased 104 Columbia Pictures features from en Gems for first-run-on-televi- showings on both the "Late v" and "Early Show" beginning uly 1, it was announced here yes- ay by William C. Lacey, manager ıe station's film department.

he "Hollywood Movie Parade" age is the first major studio prod-

(*Continued on page* 5)

t Nominations r Film Festival

-M's "I'll Cry Tomorrow" and mount's "The Man Who Knew Much" have been nominated as erican entries of the Motion Pic- Export Association in the Inter- onal Film Festival in Cannes, nce, to be held April 10-24.

lso nominated were two short iects, Columbia's "Gerald Mc- ıg-Boing on the Planet Moo" and onders of Manhattan."

More Color TV for Coast Is Promised By NBC President

By SAMUEL D. BERNS

Television Today..

HOLLYWOOD, Feb. 28. – Color television will be given a major boost early this fall when NBC completes construction of facilities for color film recording at its Burbank studios, it was disclosed here today by Robert W. Sarnoff, president of NBC, at a press reception.

An expenditure of $650,000 for color "kinescoping" equipment will relieve the three-hour time difference of expensive "colorcasts" between here and the East and make it possible to attract a greater West Coast audience to the "A" time slot for which the shows were intended.

Consolidated Film Industries has

(*Continued on page* 4)

Hyman Sees Firmer Studio-ExhibitorLink

From THE DAILY Bureau

HOLLYWOOD, Feb. 28.–Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, after viewing forthcoming product estimated at a twenty-million-dollar cost, said:

"The program of orderly distribution of quality product advocated by Leonard H. Goldenson and myself becomes a reality upon seeing the fine

(*Continued on page* 4)

Sees Block-Booking Parallel

D of J Eyes 'Package' Sales of Films to TV

Barnes Says Department on the Alert to Prevent Recurrence of Illegal Practices

By J. A. OTTEN

WASHINGTON, Feb. 28.–The Justice Department's anti-trust division is currently investigating the sale of feature films to television stations by methods which parallel the block-booking practices outlawed in the motion picture industry by the Supreme Court in the Paramount case, anti-trust chief Stanley N. Barnes told the Senate Commerce Committee today.

Barnes declared that the Paramount case condemned block-booking, and "the department proposes to be alert to prevent a recurrence in the broadcasting industry of those practices which in the motion picture industry gave rise to the Paramount case." He said he was sure the broadcasting industry would join the department in trying to prevent "the rise of those circumstances which

(*Continued on page* 4)

SPG Here to Seek New Parity Clause

The Screen Publicists Guild (District 65), which will open industry-wide negotiations for a new contract for New York home office publicists here on Monday, is highlighting its demands with a "parity" clause asking that East Coast wages be brought up to par with publicist wages in Hollywood, it was reported yesterday.

Representatives of SPG units at Warner Brothers, Universal Pictures, Columbia Pictures, 20th Century-Fox and United Artists will sit down for exploratory talks on Monday afternoon with representatives of management to discuss a new pact which would be effective in April. The UA publicist contract expired last De-

(*Continued on page* 5)

Atlas-RKO Merger Hearings Concluded

From THE DAILY Bureau

WASHINGTON, Feb. 28. – The Securities and Exchange Commission today concluded two days of hearings on a proposed merger between Atlas Corp., RKO Pictures Corp. and four other companies.

Most of the two days was taken

(*Continued on page* 5)

No Foreign Language Films for Loew's

Loew's to Seek Wider Distribution Of British Films in U.S. Market

A wider distribution in the U. S. of British pictures, if at all possible, will be sought by Loew's, Inc., which will be receiving the product of Ealing Studios, Arthur M. Loew, president, stated here yesterday.

Loew, answering questions at a trade press conference called to make public the distribution deal between the company and Ealing, said that circuit playing time will be sought for Ealing pictures, if they have suitable appeal for such bookings.

He added that Loew's has not determined its distribution organization for the handling of the Ealing product, whether it will be handled by a special sales department, to be organized, or whether the regular Loew's sales organization in the U. S. will be put to work on the Ealing product. Loew went on to say that he thought British product has been treated fairly in the U. S.

In regard to special exploitation, Loew said it was not possible to bring a British star here "cold" for promotional activities. He first has to be known by the American public, Loew added.

Loew's, Inc., will not distribute foreign language pictures, Loew

(*Continued on page* 5)

See Kilgore's Death Affecting Anti-Trust

From THE DAILY Bureau

WASHINGTON, Feb. 28.–The death of Senator Kilgore of West Virginia dims the Senate outlook for stronger anti-trust laws.

Senator Eastland (D., Miss.) becomes chairman of the Judiciary Committee and is considered less interested than was Senator Kilgore in moves to tighten the anti-trust laws. Eastland will not necessarily block such bills, it is believed, but will not be as strong an advocate of them as was Kilgore.

PERSONAL MENTION

MORI KRUSHEN, United Artists exploitation manager, will leave New York today for Boston.

•

MARJORIE PIMSTEIN, daughter of HARRY PIMSTEIN, industry attorney, was married recently at the Waldorf-Astoria here to DONALD ALLEN WEISS, an executive of American Car and Machinery Co.

•

CHARLES BOASBERG, Paramount's supervisor of sales for "War and Peace," will return to New York tomorrow from Rome.

•

LEO F. SAMUELS, president and general sales manager of Buena Vista, has left New York for Minneapolis and Chicago.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return to New York on Friday from Toronto and Buffalo.

•

FRED MAJDALNY, film critic for the "London Daily Mail," will return to England from New York today via B.O.A.C.

•

HARRY FEINSTEIN, zone manager for Stanley Warner Theatres in New Haven, will leave there with his family next month for Florida.

•

NORMAN FREEMAN, publicist for Sol Lesser Prods., has left New York for London via B.O.A.C.

To Apply Formula to Indonesian Permits

Indonesia probably will be the first country on which the formula for the division of permits will be applied, a spokesman for the Motion Picture Export Association indicated here yesterday.

The MPEA at its board of directors meeting yesterday failed to reach agreement on the division of Indonesian permits, without the use of the formula. It was then agreed to try a modified version of the formula to that particular situation. Meanwhile, the subcommittee working on the details of the agreed upon formula set a meeting for today.

Picker to Europe

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will fly today from New York to London to launch a six-week tour of the company's European offices.

Total Elimination of Federal Admission Tax Proposed in House Measure of Rep. Mason

From THE DAILY Bureau

WASHINGTON, Feb. 28.—Rep. Noah M. Mason (R. Ill.), whose bill for repeal of the Federal admission tax was passed by both houses of Congress in 1953 and then vetoed by President Eisenhower, introduced another bill in the House today calling for total elimination of the tax.

The new measure, HR 9556, is the first of several bills relating to the tax that are expected to be introduced in the House in the near future. Introduction of these bills is expected to result from appeals for tax relief now being made to Congressmen by exhibitors throughout the country.

Robert W. Coyne, Council of Motion Picture Organizations co-chairman, who is in Washington this week in connection with the industry's campaign for repeal of the tax, is getting copies of the Mason Bill and other similar measures. These will be studied by the Tax Campaign Steering Committee.

Frisch Answers Charge in House of Commons

American Exhibitors Welcome Good Productions from All Countries

A charge made in the British House of Commons that American exhibitors by "deliberate action" keep British pictures from U.S. screens has been answered by Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association of New York, in a letter to John Rankin, M.P. Rankin was reported to have made the charge in a debate in the House of Commons on Feb. 10.

Sees Rankin 'Misinformed'

Asserting that Rankin had been "misinformed and misled about the situation," Frisch wrote that American exhibitors "welcome representative pictures from Britain and other countries, as well as our own," because the need for good films is greater than ever. Frisch said that the theatregoing public is the sole judge of the success or failure of any picture at the box-office and that the only yardstick available to any exhibitor—American or British—is the interest or desire of his patrons to see a particular film.

Many of the most successful pictures, from a box-office point of view, in the past few years, have been filmed abroad and not in Hollywood, Frisch wrote, adding that "I assure you that each one of them would have received the same amount of bookings and the public acclaim if they had all been produced by English companies rather than by others."

Cites Need for Product

Declaring that the exhibitors here are "desperately in need of more product," Frisch told Rankin that he could clarify the issues "for your colleagues in the House, as well as the British public and motion picture industry, by assuring them that we who operate motion picture theatres here need and want all available British films of the type our patrons are anxious to see" and that the "horizons for the successful distribution of British films in this country are unlimited."

Petrillo Challenges Actions of Local 47

CHICAGO, Feb. 28.—The contention by Local 47, American Federation of Musician union in Los Angeles, that it is entitled to a greater proportionate share of the Performers Trust Fund will be "challenged promptly" by the national union, James C. Petrillo, AFM president, declared here today.

Local 47 opposed the Petrillo handling of the fund and suspended its president for two weeks following a five-hour meeting on Monday.

Local 47 Members Meet Mar. 12 To Vote on Te Groen Ouster

HOLLYWOOD, Feb. 28. — The board of directors of the American Federation of Musicians, Local 47, meeting twice today in a sequel to the mass meeting Monday night at which dissidents led by vice-president Cecil Read voted to suspend president John Te Groen, set March 12 for a special membership meeting at which the permanent ouster of Te Groen and two other officers, financial secretary G. R. Hennon and recording secretary Maury Paul, will be put to a formal vote.

Corporate Tax Rate Retention Is Asked

WASHINGTON, Feb. 28.—The full House Ways and Means Committee today voted to continue for another year, until April 1, 1957, the present 52 per cent corporate tax rate. This would drop under the present law to 47 per cent on Apr. 1.

Says Remittances From Japan Could Be More Liberal

Special to THE DAILY

TOKYO, Feb. 28.—Liberalized mittances from Japan and freer rency convertibility was seen to by Eric Johnston, president of Motion Picture Association.

Johnston, now in the Japanese ital on the first-leg of his w girdling tour, based his views liberalization on that nation's creased dollar reserves and the proved health of the Japanese e omy. He indicated at a press co ence that he would request that possibility be explored during forthcoming sessions with Japa finance minister Ichimada.

The MPAA president today dressed a gathering of 400 bus and political leaders. Yesterday was received by Japanese Prime ister Ichiro Hatoyama.

Roxy Here to Kee Stage Show Policy

A permanent policy of prese live stage presentations to aug film attractions has been inaugu by the Roxy Theatre, it was nounced yesterday by Rober Rothafel, managing director o theatre. A staff of experts and nicians for every department of production is being organized the supervision of Rothafel, who the theatre will seek unique tale perform in future presentations.

Rothafel added that "an outs ing stage show as a policy mu developed" to supplement fe film attractions.

Kramer to Far East

Sidney Kramer, RKO's f sales manager, will leave tom for a business tour of the Far This is Kramer's first trip abroad he became head of foreign sale Oct. 24.

Kramer will fly first to Tokyo, to Manila, Hong Kong, Sing Djakarta, Sydney, Bangkok and bay.

"Showplace of the East"
FOR YOUR SCREENIN
CINEMASCOPE
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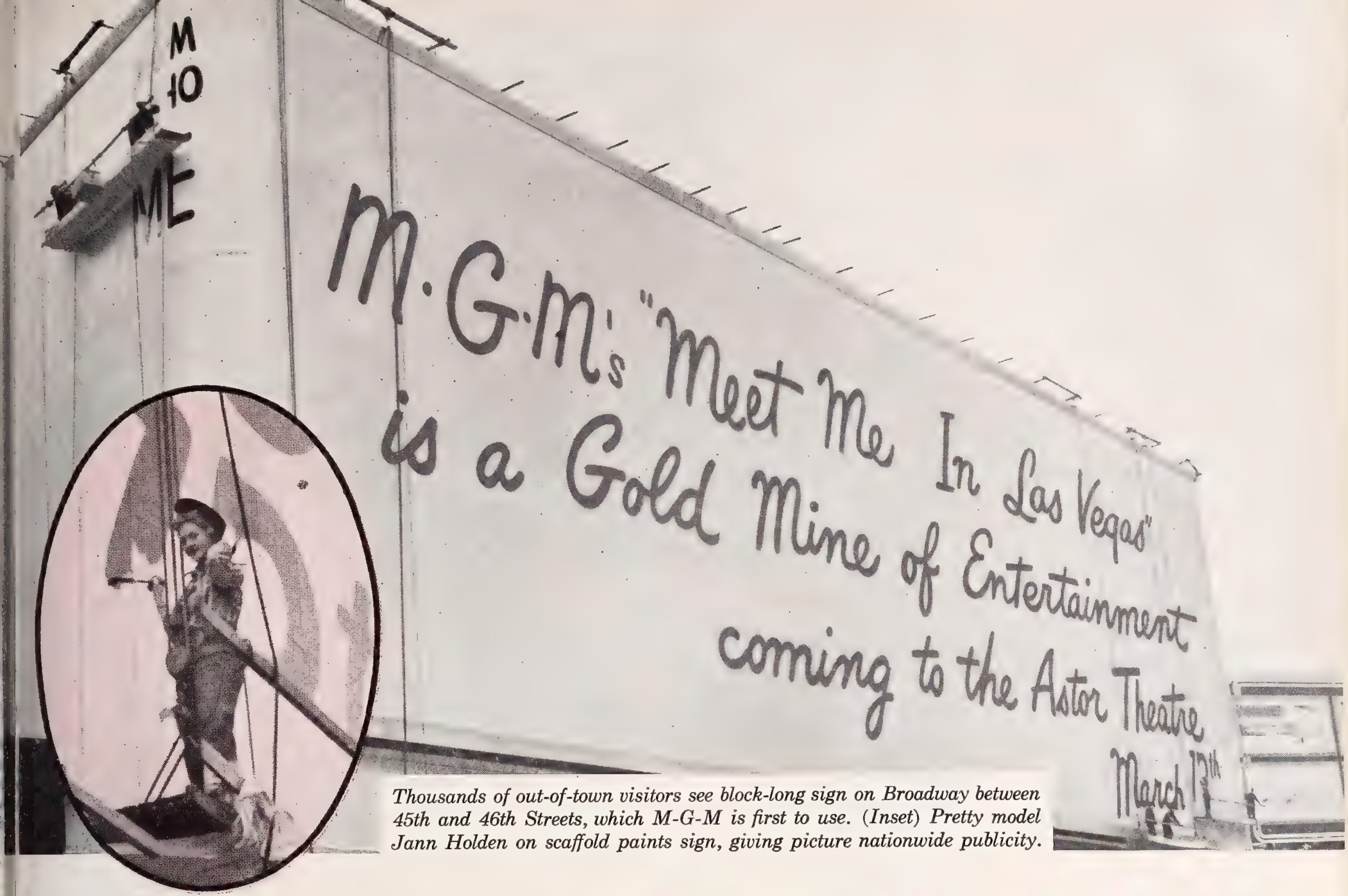
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ME
M-G-M's "Meet Me In Las Vegas"
is a Gold Mine of Entertainment
coming to the Astor Theatre
March 17th

Thousands of out-of-town visitors see block-long sign on Broadway between 45th and 46th Streets, which M-G-M is first to use. (Inset) Pretty model Jann Holden on scaffold paints sign, giving picture nationwide publicity.

YEAR'S BIGGEST ATTRACTION LAUNCHES WORLD'S BIGGEST SIGN!

Your patrons will know about M-G-M's "MEET ME IN LAS VEGAS" when you announce this Big attraction. For instance—

30 DAY TEASER CAMPAIGN: Long range penetration through all Exchange centers.

NATIONAL MAGAZINES: Full pages in Life, Look, McCall's, Parents', Redbook. More than 67,045,500 readers nationwide are pre-sold by unique campaign.

"PICTURE-OF-THE-MONTH" COLUMNS: M-G-M's famed column in Cosmopolitan, Seventeen, Woman's Home Companion, plus "Lion's Roar Column" in Saturday Evening Post. Readership 38,342,200.

FAN MAGAZINES: Full page in all leading fan magazines. Readership 12,267,000.

NATIONWIDE TV SALUTE: Entire Milton Berle hour on Tuesday, February 21st was a "Meet Me In Las Vegas" salute with Dan Dailey, Cyd Charisse and many stars flown to Las Vegas for big World Premiere telecast.

AD ON TV PAGES: Special ad on February 21st on TV pages in 40 cities, including NBC Network Milton Berle outlets.

★

M-G-M presents in CinemaScope "MEET ME IN LAS VEGAS" starring DAN DAILEY • CYD CHARISSE with Agnes Moorehead • Lili Darvas • Jim Backus • Oscar Karlweis • Liliane Montevecchi • Cara Williams • The Four Aces • and Guest Stars: Jerry Colonna • Paul Henreid • Lena Horne • Frankie Laine • Mitsuko Sawamura Screen Story and Screen Play by Isobel Lennart • Songs: Music by Nicholas Brodszky • Lyrics by Sammy Cahn Choreography by Hermes Pan • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Joe Pasternak

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Color TV

(*Continued from page* 1)

already purchased a building near the Burbank studios to engage in processing the lenticular film for NBC, it was learned.

Sarnoff discussed further NBC's progress in the video tape recording field. He predicted that this revolutionary new system of recording and telecasting will be ready for commercial use in the fall of 1957. He also pointed out that the pressing problem of video tape recording concerns the recording of more than 17 minutes of shows on a single tape recording instrument.

Sarnoff plans to leave here by plane tomorrow for New York.

Schaefer-Gunzburg Case Is Now Closed

HOLLYWOOD, Feb. 28.—Federal Judge Ben Harrison today entered final judgment in the suit of George J. Schaefer against Milton L. Gunzburg seeking a partnership interest in the latter's profit from Natural Vision Corp. activities.

Judge Harrison ruled for the defendant on the ground that the plaintiff has no legal claim against the defendant.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

WILLIAM MORRIS AGENCY in association with Foster's Agency of London has acquired exclusive TV rights to a projected series based on the world-famous D'Oyly Carte Opera Company. The series will be filmed at the Savoy Theatre in London and will feature factual and fictional episodes in the lives of Gilbert and Sullivan. . . . Jocelyn Brando, featured in "The Big Heat" and "China Venture," will be seen next CBSunday in G.E.'s "A Letter from the Queen," starring Paul Muni. . . . More than 200 stations have already been set up to carry the new telefilm series, "The Way," produced at a cost of a half million dollars by the Methodist church. Series was produced in Hollywood with top film names as actors and directors. . . . After a decade or so as staff announcer at ABC, George Gunn has resigned to free-lance. . . . Sesac is celebrating its 25th anniversary of music service to radio, TV, theatres, hotels and dance palaces. Its repertoire is divided into seven categories —American folk and hillbilly music, band and military, concert, Hawaiian, novelty (jazz-rock 'n' roll, dance, popular), religious, South American and Spanish.

☆ ☆ ☆

Dave Garroway

Dave Garroway, host on the "Today" program and an alumnus of Washington U., was awarded the school's alumni citation in recognition of his outstanding achievements and services which reflect honor upon Wash. U. The award was conferred by Lou Ames, also a Wash. U. alumnus and associate producer of "Today." (It's a small (wide wide) world.) . . . The biggest single purchase of a feature film package by WCBS was sealed yesterday with the acquisition by the flagship CBStation of "Hollywood Movie Parade," a group of 104 feature films with such outstanding stars as Bing Crosby, Rita Hayworth, Cary Grant, Ginger Rogers, Ingrid Bergman, Humphrey Bogart, Brian Aherne and Paul Muni. The films will be added to the "Late Show" sometime in July. . . . Tom McManus, MCA-TVeep in charge of international sales, leaves tomorrow on a four-week tour of the Far East TV market. . . . NBC's Hugh Beville, Jr., predicts a total of 39,800,000 TV receiver sets to be in American homes by the end of this year.

☆ ☆ ☆

A new book, "How to Write for TV," edited by Wm. I. Kaufman and published by Hastings House, is 90 pages of information-packed advice on the subject told in an easy-to-understand manner by 10 top-flight TV authors, including Anne Howard Bailey, Eugene Burr, Arthur Heinemann, Paddy Chayefsky, Nelson Bond, Edmund C. Rice, Rod Serling, Raphael Hayes, John Latham and Robert Alan Aurthur. It reveals matter-of-fact, practical methods of script preparation, story and theme development, script presentation, "do's" and "don'ts," and many other valuable suggestions to aid both the professional and novice.

☆ ☆ ☆

Oops: We made a booboo in last week's pillar. In our item dealing with the presentation next week of the coveted Clef Award to Jack Shaindlin, we inadvertently omitted the composer-conductor's most important screen credit. MERELY the fact that Jack composed an original and outstanding score for the movie classic "Cinerama Holiday." (Jack, Bei Mir Bist Du Shain-dlin.) . . . Jack Talan has resigned from MCA to form Theatrical Enterprises, Inc. which will place emphasis on artist management and TV program packaging. Firm also plans to import leading foreign films for release to American "art" theatres and indie circuits. . . . L. Henry Miller, Jr. has joined George Blake Enterprises. . . . In a note thanking Ye Publisher for sending him a copy of the new TELEVISION ALMANAC, Oscar Doob writes from Palm Beach, Fla. quote: "Your 1956 edition of T.A. is a welcome addition to my reference library . . . and becomes all the more valuable because am now associated with Charles Francis (Socker) Coe in a TV package featuring the Socker's personality and reservoir of published stories." Unquote. (Welcome back to the scramble, Oscar. Old (and young) movie execs never die—they just hop aboard the TV bandwagon.) . . . In the "Ford CBStar Jubilee" 90-minute TVersion of Maxwell Anderson's Broadway hit "High Tor," Saturday, March 10, which will be Bing Crosby's sole television show for the season, Everett Sloane will show he can sing as well as act.

Films to TV

(*Continued from page* 1)

proved to be almost ruinous in cases in the motion picture indu

Barnes did not elaborate on details of the investigation, but a tice Department official later said the subject under study right no the sale of blocks of films by TV works. However, this official ac whatever decision the depart reaches on the matter would prob be broad enough to cover an who attempts to sell a film "pack to a television broadcaster wit giving the broadcaster an opport to reject any of the films. This could be, he said, a motion pic producer selling a film library, a ducer of films specially for TV ducer of films specially for televi or any other seller, as well as a work.

Several References Made

Barnes' reference to block-boo was one of several references he m to the Paramount case during t mony before the committee, whi currently looking into television dustry problems.

Early in his testimony, he dre parallel between the theatre div ment required by the Paramount and programs owned or contr by the television networks. The partment has received complaints said, that the networks insist sponsors use programs owned or trolled by the networks—and spec use them in prime time.

"The Supreme Court in the mount case required divorcem Barnes said, "and we believe th a similar situation is to be avoide the broadcasting industry the works must not condition acces the airwaves on the use of netw owned or controlled programs."

Queried on 'Blind Selling'

Later committee counsel Ken Cox questioned Barnes as to whe a television station giving a netw an option on its time "is the vi of blind selling, which was banned in the Paramount ca Barnes replied he thought so, added that the department had ceived complaints about this, too.

Hyman Sees

(*Continued from page* 1)

productions which will be rele during the remainer of 1956.

"During our visit we found the sonnel of the studios, from botto top, eager for the interchange of i with the exhibition field. To fur exhibition's stake in our mutual ture, we are publicizing this br outlook widely, not only through PT but to all other segments of industry."

Widmark to Tour

Richard Widmark, co-starred Universal's "Backlash," will aid in promotional campaigns in Phila phia, Indianapolis, Atlanta, Hous Dallas, Fort Worth and San Ant between March 5 and 17.

ational

re-Selling

A TWO-PAGE spread with the left hand page carrying full- photos of Kim Novak, Susan berg and Rosalind Russell, taken ie sets of "Picnic," appears in the h issue of "Woman's Home panion."

rbara Goldsmith, motion picture r of the "Companion," talked to three actresses and discovered the experiences of their personal have given them a special in- into their roles. The right hand of the spread is used to record experiences. Kim Novak says, now how Madge Owens of 'Pic- feels when her boy friend tells she is the most beautiful thing ver saw; I know she hates it and es he had said she was nice or n or giving."

•

striking photo of Gary Cooper n on the set of "The Friendly uasion," the new AA picture, s off the second installment of Gary Cooper story in the Feb. 25 of "The Saturday Evening ."

•

ull-page and page-dominating r ads on "The Man in the Gray nel Suit" have been set by 20th tury-Fox in a powerful campaign re-sell the Easter holiday attrac- Impact of the ad barrage will lt in national audience penetra- among all age groups.

ds and dates of issue are as fol- "Life," March 19; "Look," il 3; "Seventeen," April 1; "Ap- l Arts," Feb. 1; "Argosy," April; llier's," April 13; "Time," March nd April 2; "Newsweek," March and April 2; "Redbook," "Mc- 's," "Woman's Home Compan- " April; and the April issues of od Housekeeping", "Cosmopoli- ', "Harper's Bazaar" and "Town ountry."

he fan magazine ads will run ing March and April in "Photo- ," Dell Screen Unit, Ideal Movie up, "Motion Picture," "Movie- l," "Silver Screen," Screen Stars up, Skye Screen Group and the ling Group.

•

full-color photo of the mass lding ceremony in Robert Ros- 's "Alexander the Great" will ap- r in the March 4 issue of "Amer- Weekly." This U.A. picture le in Spain is being readied for ase.

•

he dancing star of "The Catered air," Debbie Reynolds, is on the or cover of "Look's" March 6 issue h Eddie Fisher.

n interesting cover story of the ion's No. 1 newlyweds of 1955 pears in this issue. A considerable ount of text in the article is de- ed to Debbie's motion picture eer and her new M-G-M picture mentioned prominently.

WALTER HAAS

REVIEW:

The Steel Jungle

Warner Bros.

"THE STEEL JUNGLE" is a story of the rehabilitation of a criminal which will give audiences a view of several new performers who may become the Warner Bros. stars of tomorrow. Each gives a more than favorable performance, and extra exploitation of the newcomers may pay off at the boxoffice.

As the criminal, Perry Lopez offers as good a performance as in his role in "Battle Cry," which first earned him attention. He shares honors with Beverly Garland, another newcomer, Kenneth Tobey and Walter Abel. Lopez does more than justice with the role of the hardened bookmaker who is convicted and sentenced to prison. Through a chain of events, most of them instigated by Abel, as the warden, and Tobey, as the prison doctor, he learns of his wife's kidnapping and turns on his syndicate friends to avenge the act. Lopez is also portrayed as the criminal who hushes up information concerning a prison murder but "sings" when he himself is threatened with death.

David Weisbart produced, and Walter Doniger, author of the screenplay, directed.

Running time, 86 minutes. General classification. March release.

JACK EDEN

Rep. Unveils 'Doctor' At Heart Premiere

Celebrities of stage, screen and radio were among those present last night at the Heart Fund premiere of the J. Arthur Rank comedy, "Doctor At Sea," at the Trans-Lux 52nd St. Theatre in New York. The Republic release stars Dirk Bogarde, Brigitte Bardot, Brenda de Banzie and James Justice.

Richard W. Altschuler, Republic director of sales; Nat D. Fellman, Stanley Warner Management Corp.; Salah Hassenein, Skouras Theatres; Harry Kalmine, Stanley Warner; Sol A. Schwartz and Robert Sherman, RKO Theatres; Republic's New York branch manager Joseph Wohl, and Arthur Israel, Paramount Pictures, were among industry members present.

Jayne Mansfield, Denise Darcel, and Dagmar were honorary usherettes.

Cardinal Films Sues Rep. Over TV Rights

Cardinal Films, Inc., yesterday filed suit against Republic Pictures, contending its contract had been breached when Republic sold 30 Roy Rogers and Gene Autry films to television.

Cardinal, in its complaint filed in Federal district court, alleged that its 1949 agreement with Republic, under which it secured the 16mm. distribution to the films involved, prohibited Republic from granting the TV rights to the films to another party. The complaint went on to allege that Republic sold the TV rights to the films to Music Corporation of America for an estimated $100,000.

Scruggs Dies

ATLANTA, Feb. 28. – Johnnie Scruggs, for many years with Atlanta film exchanges, died while on a visit with his daughter in Florida.

SEC Ends Hearings

(*Continued from page* 1)

up with testimony from Atlas president Floyd Odlum. There was no opposition to the merger. A spokesman for Odlum said there were a few details left to be cleared up and that there would probably be a few conferences between SEC attorneys and attorneys for the companies. Following that, he said, there would be a commission ruling on the merger.

SPG to Seek

(*Continued from page* 1)

cember, but negotiations for a new one was put off until now.

West Coast advertising and publicity workers are earning $145, as junior publicists, and $210, as seniors. The New York publicists minimums are $140, for seniors; $120, for publicists; $70 for associates, and $50, for apprentices.

WCBS-TV Buys

(*Continued from page* 1)

uct to be sold in New York through competitive bidding, Lacey said. The films, to which WCBS-TV has exclusive rights for the next three years, provide the station with a total backlog of 180 feature films that have never been seen on New York TV, Lacey said.

Milwaukee Licensing Test Looms on 'Arm'

MILWAUKEE, Feb. 28. – Alderman Martin E. Schreiber, head of the Common Council's license committee served notice he may test the city licensing ordinance in courts unless certain deletions are made in "The Man with the Golden Arm" to comply with the censor board's recommendations.

Motion picture commission members found several objectionable items last week in screening the film, they said. Scene showing narcotics injection is one they insist must be cut.

Ealing-MGM

(*Continued from page* 1)

"The Cruel Sea" and "The Lavender Hill Mob."

Sir Michael, present at a trade press conference, said the arrangement with Loew's grew out of Ealing recently leaving the J. Arthur Rank fold. He expressed high satisfaction with the manner in which Universal had handled Ealing product, which previously went to Universal under its deal with the J. Arthur Rank Organization.

Sir Michael stated that Ealing will continue to make what he called "native" British pictures, avoiding any conscious slants toward the American market. He said Ealing will never make more than five films per year.

Praised by Loew

Loew interposed that Sir Michael's pictures in the past have suited American tastes.

In addition to the previously announced three productions planned by Ealing and printed in the Feb. 21 issue of MOTION PICTURE DAILY, Sir Michael said his company plans another film to be written by William Rose, who did the screenplay for "Genevieve." The distribution rights under the deal, described as a long-term arrangement, will be world-wide, with Loew's determining the markets considered suitable for Ealing product, Loew stated.

Loew's to Seek

(*Continued from page* 1)

stated, adding that in his opinion no major distribution company is qualified to handle such special pictures. Loew called the Ealing deal part of the company's policy to line up independent productions for release through Loew's. The company's managing director in Britain, Sam Eckmann, will devote some of his time to production activities at M-G-M's London studios, he stated. Under its deal with Ealing, Loew's retains the TV rights to Ealing product.

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– Walter Winchell

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RODGERS & HAMMERSTEIN'S

CAROUSEL

COLOR by DE LUXE

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That
s News

MOTION PICTURE DAILY

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and
to the
Point

79. NO. 41 NEW YORK, U. S. A., THURSDAY, MARCH 1, 1956 TEN CENTS

AA Reply

itish Asked
Study TV
oblem Here

Answer to Keeping
Films Off Anglo TV

By PETER BURNUP

NDON, Feb. 29.—An invitation presentatives of the British Producers Assn. and the Cine- raph Exhibitors Assn. to go to . S. and investigate at first hand roblems concerned with exer- control over the showing of can films on British television een received from Eric Johnston, ent of the Motion Picture As- ion of America.

nston's invitation was in re- to the recent joint communica- f BFPA and CEA requesting an tunity to discuss the problem Johnston. The MPAA head re- that he would be unable to go ndon at an early date because previously scheduled visit to

(*Continued on page* 6)

uras Opens Red
ss Campaign for
,000 N.Y. Quota

ros P. Skouras, president of Century-Fox, set the 1956 Red campaign in the film industry into motion yesterday at a lunch- in the Metropolitan Club, at he was host to leading industry tives.

ros S. Skouras, president of as Theatres, said following the eon that audience collections be taken up throughout the

(*Continued on page* 2)

,195 for 'Dimes'
Chicago Area

Special to THE DAILY

HICAGO, Feb. 29.—A total of 95 was raised by six theatre s in Cook County during the week of January for the 1956 h of Dimes campaign, it has announced by Jack Kirsch, pres-

(*Continued on page* 6)

Committee Appointed

N.J. Allied Studying TV Clips Effect on Business

Allied Theatre Owners of New Jersey has appointed a committee on television to study the utilization of motion picture film clips on TV and to determine what effect these TV showings have on theatre business, it was announced by ATONJ president Sydney Stern.

The committee, which consists of Howard Herman, Sam Engleman and William Infald, will study the ATONJ questionnaires in which the unit's membership had listed their feelings on this and other industry issues, Stern said.

"There is a tendency on the part of the public to feel that they have already seen a new film after seeing a film clip of the pictures on TV," the New Jersey exhibitor stated. "Our committee was set up to recommend a resolution as to how these TV film clips should be used."

Stern, in reporting on the unit's luncheon meeting at the Famous Kitchen here on Tuesday, said that the ATONJ membership "approved, ratified and commended the joint Theatre Owners of America-Allied States Association move as a great step forward in the industry." TOA and Allied, in mid-January, reached

(*Continued on page* 6)

RKO Stockholders To Get Atlas Stock

From THE DAILY Bureau

WASHINGTON, Feb. 29. — Stockholders of RKO Pictures Corp. will get four shares of Atlas Corp. stock for each 5.25 RKO shares, according to a statement filed by Atlas with the Securities and Exchange Commission today.

The SEC has before it Atlas' application for permission to merge with RKO and four other companies. Hearings have been recessed until March 7. No opposition has yet appeared.

Johnston Confers On Films in Tokyo

Special to THE DAILY

TOKYO, Feb. 29.—Eric Johnston, president of Motion Picture Export Association, met here today with Japanese foreign minister Ichimada in a series of working sessions on mutual motion picture problems.

Johnston reportedly urged Japanese officials to increase motion picture remittances for the coming year and called for a relaxation in present import restrictions in Japan. It was pointed out that no immediate decisions were expected from the Japanese because the Diet is still in session and no final action on budget matters has been taken.

Cannes Will Bow to Grace Kelly Wedding

The approaching wedding of Grace Kelly and Prince Rainier has caused a postponement of the Cannes Film Festival, according to word received here.

The festival will be held April 23 to May 10 instead of April 10-24, as originally planned, the festivity period when Grace Kelly and Prince Rainier are set to tie the knot at

(*Continued on page* 6)

NARTB Code Board Queries Film Firms

From THE DAILY Bureau

Television Today..

WASHINGTON, Feb. 29. — The television code review board of the National Association of Radio and Television Broadcasters is seeking the views of firms producing and distributing films for television on "possible formal relationships" between these firms and the stations and networks subscribing to the code. The board has written more than 500

(*Continued on page* 6)

Judge Signs AB-PT Extension Order

An order granting American Broadcasting-Paramount Theatres an extension of time until June 3 for the disposal of certain of its theatres as required by the company's consent decree, was signed here yesterday by Federal Court Judge Sylvester Ryan. The previous deadline was March 3.

On Arbitration

Firms' Status May Be Stated In SBC Letter

Lichtman Says Lawyers May Present Agreement

Distribution's position on the controversy regarding the present arbitration draft may be stated in a letter which would be submitted, along with the prepared draft, to the Senate Small Business sub-committee prior to the scheduled March 21-22 hearings in Washington, it was reported here yesterday.

Meanwhile, Al Lichtman, director of distribution for 20th Century-Fox and head of the distribution arbitration committee, disclosed that "representatives of distribution, possibly the committee's legal counsel, would give

(*Continued on page* 6)

Industry Not Likely To Use Mason Bill For Tax Campaign

Chances are slim that the industry will use a bill introduced in Congress this week by Rep. Mason (R., Ill.) as its vehicle for admissions tax relief, according to top industry officials.

Mason sponsored a bill to exempt motion picture theatres from the admissions tax. This was the first such bill introduced during this session of Congress.

Industry officials said that undoubt-

(*Continued on page* 6)

Barnes' Judgeship Up for Confirmation

From THE DAILY Bureau

WASHINGTON, Feb. 29. — President Eisenhower is expected to send to the Senate tomorrow for confirmation the nomination of anti-trust chief Stanley N. Barnes to be a judge of the Ninth Circuit Court of Appeals in California.

Barnes was a California District Court judge before coming to the anti-trust post. It could be some time before the Senate gets around to confirming him.

PERSONAL MENTION

DAVID O. SELZNICK will leave New York by plane on Sunday for Zurich, Switzerland.

•

E. Z. WALTERS, controller of Altec Service Corp., has arrived in New York from the Coast, and will leave here shortly for South Africa.

•

ALFRED KATZ, United Artists foreign department executive, has returned to New York from a trip through Latin America.

•

A. F. CUMMINGS, director of exchange operations for M-G-M, was in Albany, N. Y., this week from here.

•

W. E. SPARKES, of Warwick Film Productions, Ltd., has returned to London from New York via B.O.A.C.

•

JOHN GARDNER, owner of the Turnpike Drive-in Theatre, near Albany, N. Y., has left there for Florida.

•

JOSEPH GINS, Universal Pictures district manager, has returned to Boston from Albany, N. Y.

•

E. S. GREGG, president of Westrex Corp., has returned to New York from Hollywood.

•

ALBERT LEWIN, producer, has arrived in New York from Mexico City.

•

ANTHONY STEELE has arrived here from London via B.O.A.C.

Drive-ins Hard Hit By Illinois Tornado

BELLEVILLE, Feb. 29.—The tornado which swept through St. Clair County, Illinois, on Saturday caused heavy damage to a number of drive-in theatres.

The Sky-View Drive-in Theatre, scheduled to open on March 22, suffered damage which may exceed $75,000. Also partially wrecked was the Dupo Theatre in Dupo, while in St. Louis County both Ronnie's Drive-in and the 66 Park Drive-in will need extensive repairs as a result of the storm. The three latter theatres are units of the Fred Wehrenberg circuit.

Acquires 'Paradise'

Moe Kerman, president of Tudor Pictures, Inc., announced this week that his company has acquired world-wide distribution rights to "Crowded Paradise."

The feature was filmed on location in New York, with a few scenes shot in Puerto Rico.

Skouras Opens R.C. Drive

(*Continued from page 1*)

circuit for the Red Cross. Emanuel Frisch, president of Metropolitan Motion Picture Theatres Assn., said members would have Red Cross representatives in the lobbies of their theatres to receive contributions during the week of March 19-24.

Spyros P. Skouras is Greater New York motion picture chairman for Red Cross for the eighth successive year. He announced that the industry in New York City was being asked to contribute $50,000 toward the $6,400,000 Red Cross goal here. Nationally, the Red Cross is seeking to raise $90,000,000.

An array of top-ranking Red Cross officials, motion picture and stage stars were among the guests at the luncheon, which was attended by more than 100. These included E. Roland Harriman, national chairman, American Red Cross; H. S. M. Burns, Greater New York Red Cross campaign chairman; Mrs. O'Neill Ryan, Jr., chairman of women's campaign committees; Hildegarde Neff, Shirley Jones and Gretchen Wyler.

Skouras, pointing out that last year's floods, tornadoes and hurricanes had put "heavy burdens" upon Red Cross, made an urgent plea to the industry to be more generous in its support of Red Cross than ever before.

Harriman described the work of Red Cross in the floods in the East and West, told of the other activities of the organization and praised highly the support given Red Cross by the motion picture industry in the past.

Burns declared that with disaster reserve funds of Red Cross now at less than $1,000,000, "Red Cross faces its toughest task since Korea."

Cooperation in the campaign was pledged by Russell Downing, Emanuel Frisch, Harry Brandt and other metropolitan area exhibitors who attended the meeting.

'Conqueror' to Gross $17,000,000: Branson

HOLLYWOOD, Feb. 29.—Walter Branson, RKO's vice-president in charge of world-wide distribution, today estimated a world gross of better than $17,000,000 for Howard Hughes' "The Conqueror," based upon its first week's grosses. All of these initial pre-release engagements began a second week today.

Branson, here for conferences with Daniel T. O'Shea, president of RKO, said that the domestic gross for "The Conqueror" would top $10,000,000 and that the foreign gross would top $7,000,000.

Brooks Dies; Former Butterfield Buyer

DETROIT, Feb. 29.—Funeral services were held today for J. Oliver Brooks, 71, former chief buyer and booker for the Butterfield Circuit, who died last Saturday of a heart attack.

A native of Niagara Falls, N. Y., he managed legitimate theatres in Syracuse and Utica before moving to Detroit where he served the Butterfield Circuit for 28 years, retiring in 1953. Since then he distributed a few films each year on an independent basis. He leaves his wife, Jane Brooks.

Canals Resigns

Ricardo Canals, Far Eastern supervisor of RKO Radio Pictures, has resigned effective March 10. Canals assumed the Far East supervisor post in July, 1953. He was formerly manager of several RKO foreign branches.

'Time' Salutes UA Five-Year Progress

The rebuilding of United Artists by the Robert S. Benjamin-Arthur B. Krim group is accorded coverage in the March 5 issue of "Time" magazine.

Describing United Artists as the organization that "has done more than any other single force to change the industrial pattern of Hollywood," the article states UA has spearheaded "the revolution toward independent production."

The story traces the growth and expansion of the company from the entrance of the Benjamin-Krim group in 1951 to last week's purchase of Mary Pickford's stock interest, giving the management team 100 per cent ownership of United Artists.

Alexander to RKO As Aide to Dozier

HOLLYWOOD, Feb. 29.—Stephen Alexander tomorrow will join RKO studios as assistant to William Dozier, vice-president in charge of production.

Alexander was at one time head of production for United World Films, and was assistant to Lawrence Langner at the Theatre Guild for seven years.

M-G-M Studio Post To Sol Rittenberg

HOLLYWOOD, Feb. 29.—Sol Rittenberg today withdrew as a member of the law firm of Loeb, Walker and Loeb to become an executive at M-G-M studios, serving as assistant to E. J. Mannix and Ben Thau.

. . . NEWS ROUNDU

Movielab's Closed Circui

Movielab Film Laboratories
has become the first film proc
in the East to demonstrate close
circuit screenings. For the first
producers and technicians can
film results from their own office
studios almost as quickly as the
comes out of the laboratory's

■

Altec Sets N.O. Deal

Consummation of a contract
announced this week by Marty
Altec Service Corp. sales ma
with United Theatres, New Or
Altec will provide sound servic
17 theatres in the United circuit

■

Reopen Edwards House

The Town Theatre in Edv
N. Y., closed since Jan. 1, w
reopened Mar. 10 on a fou
schedule, according to attorney
liam Clark, operator of the St.
rence County theatre.

■

AA in Thailand

Formation of Allied Artists of
land, Inc., with headquarte
Bangkok, has been announced
International.

It will be under the directi
Thomas N. Jackson, who durin
past 11 years has been asso
with Westrex in Thailand and
pore.

2 in Work at RKO, 2 in Preparation

HOLLYWOOD, Feb. 29.—
the start today of "Tension at
Rock," the reactivated RKO get
ing with two productions befo
cameras, two approaching the st
gate and two being readied for
filming.

Nearing completion is "The
Traveling Saleslady." Slated
by mid-March are "Back from
nity" and "Beyond a Reas
Doubt." In preparation are "
of Joy" and "Public Pigeon No.

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a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single cop

PEOPLE

nis Weslie, at one time associ- with the Essaness Theatre Cir- has been named manager of the Coast Theatre in Chicago.

□

nley Smith, former booker for ubia Pictures, who has become esman for Republic Pictures in ouis, was honored at a luncheon dustry friends.

□

hael Sean O'Shea has been ap- d national publicity director of ican Theatre Wing, Inc. here.

□

Katz has been promoted to an nt director of research by ue & Coe, Inc., here. **Jack** t has joined the company's copy

□

hael J. De Sandis is now as- t treasurer of UM&M. He was rly controller of Amory's Minot nc., here.

□

ris Wynn, since 1936 a sales entative for M-G-M in Atlanta, signed to go into another busi-

□

B. Steadman has been ap- d manager of the Lake Haines -In, a unit of the Floyd The- Haines City, Fla.

□

hony Albino has been elected ent of the Groton Open Air re Inc., Groton, Conn. He suc- **Harry Picazio Jr.** who has been treasurer.

s. Herrick to Set adamy Plans Here

LLYWOOD, Feb. 29. – Mrs. aret Herrick, executive director e Academy of Motion Picture and Sciences, will leave here to- w by plane to arrange the East- hase of the Academy Awards ntation show. She will be ac- anied to New York by her sec- , Mrs. John Wylie.

kery Tours S.A.

bert J. Corkery, vice-president otion Picture Export Association arge of the Latin American divi- has left here for a tour of Latin ica. He will visit Mexico, Bra- rgentina and Peru, in addition to countries before returning. High is agenda, it is understood, will e recurrent admission price ceil- roblem manifest in many Latin ican countries.

Fitzgibbons, O'Shea Close Deal

Canadians Will See 'Oklahoma!' In 4 Situations of FPC Circuit

A deal for the playing of "Oklahoma!" in four Canadian situations of Famous Players Theatres has been concluded by John J. Fitzgibbons, president of Famous Players Canadian Corp., and E. K. O'Shea, vice - president of Magna Theatre Corp., it was learned here yesterday.

J. J. Fitzgibbons

O'Shea, who said he consummated the deal while Fitzgibbons was visiting New York on Tuesday, said "Oklahoma!" has been booked by Fitzgibbons in the following cities: Toronto, Montreal, Winnipeg and Vancouver. Fitzgibbons was reported to be set to play the first Todd-AO production as soon as he is able to equip the four situations.

E. K. O'Shea

O'Shea estimated that it would take from 14 to 21 days for Fitzgibbons to equip the four situations for Todd-AO projection.

Plans are underway to open "Oklahoma!" abroad, O'Shea continued. "Oklahoma!" now is playing in eight cities in the U. S., with an additional eight openings planned in this country shortly, O'Shea added.

First New Memphis Theatre in Years

MEMPHIS, Feb. 29.–Augustine Cianciolo, Memphis exhibitor, announced today the building of a 1,000 seat Northgate Theatre at Frayser, just north of Memphis. Opening date is fixed at May 1.

Cianciolo operates the Plaza, Luciann, Rosemary and Rosewood Theatres in Memphis. Northgate will be air conditioned, have 1,200 parking places for cars and cost about $200,000. This is the largest new theatre construction job in Memphis for several years.

Mercury Stops Use Of Academy Emblem

Mercury Records has agreed to desist from using the emblem of the Academy of Motion Picture Arts and Sciences on one of its records, titled "Academy Award Favorites," according to a consent order signed here by Federal District Court Judge Sylvester Ryan.

2 Fined for Showing 'Eden' in Fall River

Special to THE DAILY

TAUNTON, Mass., Feb. 29. – Judge Harry Kalus of Superior Court directed a jury to return guilty findings in the case of two men charged with showing an "immoral" film at the Embassy Theatre, Fall River, Mass. Benjamin Rogers of Brookline, salesman for Eden Distributing Co., was fined $500 and Antone Moniz of Fall River, theatre projectionist, was fined $200.

The film was "Garden of Eden." In taking this action of ordering the jury to bring in a verdict of guilty against the two defendants, Judge Kalus stated that the film was made in a nudist camp, that it was obscene as a matter of law and that both defendants admitted their connection with its presentation. The Embassy is owned by Nathan Yamins Theatres of Fall River.

Appeal Planned

Edward W. Lider, general manager of the circuit, testified in court that the circuit had leased the Embassy to Eden Distributing Co. Defense counsel Theodore A. Glynn stated that the case would be appealed to the Supreme Court. He asked for a stay of sentence pending the appeal. He brought out the fact that the film was involved in a trial in Florida where innocent findings were returned by a jury.

Brando to Tour Asia For Pennebaker Film

HOLLYWOOD, Feb. 29.–Marlon Brando left here tonight by plane on a 20,000-mile trip, covering Southeast Asia, to gather story material for his second Pennebaker production, which will be financed by Paramount. It is an adventure film, developed from a background of the United Nations' technical assistance program.

Brando will be accompanied by associate-producer George England.

Briskin to Bryna

HOLLYWOOD, Feb. 29. – Barney Briskin has obtained a leave of absence from David O. Selznick to take the post of production manager for Bryna Productions. He will check in April 2 to start his assignment on the company's first 1956 production for United Artists, "Spring Reunion."

'Chase' Bow in Atlanta

ATLANTA, Feb. 29. – The world premiere of Walt Disney's "The Great Locomotive Chase" will be held here on June 8.

In New Orleans

Tax Progress Report Ready For TOA Meet

A report on the progress made thus far in the Federal tax repeal campaign will be rendered at the Theatre Owners of America mid-winter board of directors and executive committee meetings in New Orleans next week by Robert J. (Bob) O'Donnell, campaign chairman, and Robert W. Coyne, special counsel for Council of Motion Picture Organizations.

Opens on Sunday

The TOA meeting, which is said to be the "most vital" in that organization's history, commences on Sunday afternoon at the Hotel Roosevelt in New Orleans and will end on Tuesday afternoon.

An advance delegation of TOA officers and executives will begin preliminary meetings tomorrow. At these meetings, the group's heavy agenda will be formulated for discussion among the 80-odd TOA officials.

O'Donnell, who is general manager for Texas Interstate Theatres, and Coyne are expected to give a progress report on the COMPO campaign to eliminate the remaining 10 per cent Federal admission tax and the setting up of regional and state tax repeal committees. It was said that Coyne may reveal to the TOA board some statistics showing the "actual" support which COMPO presently is receiving from exhibition as a whole.

Approval Has Been Withheld

The TOA committee, which met with the Department of Justice in late January on two proposals, both of which were drawn up in conjunction with Allied States Association leaders, also will report on the results of these meetings and possibly ask for authorization from the TOA board to re-submit to the Department of Justice alternate proposals. The Justice Department has informed both TOA and Allied that it could not give a blanket approval in allowing divorced circuits to engage in production and distribution with preemptive rights to their own theatres and that it was not receptive to the joint TOA-Allied proposal of using its influence with the Senate Small Business Committee and the distribution companies in having sales policies and film rentals included in an industry arbitration system.

Odlum, Siegel Set for Nomad's 'Flamenca'

HOLLYWOOD, Feb. 29.–Bruce Odlum will produce and Donald Siegel will direct "Flamenca" in Spain this summer for Odlum's Nomad Productions. Paramount will distribute and participate in financing the independently produced film.

BEST PICTURE

'MISTER ROBERTS'

AN ORANGE PRODUCTION, LELAND HAYWARD, PRODUCER

BEST ACTOR

JAMES DEAN

IN **'EAST OF EDEN'** AN ELIA KAZAN PRODUCTION

BEST SUPPORTING ACTRESS

PEGGY LEE IN 'PETE KELLY'S BLUES' A MARK VII LTD. PRODUCTION

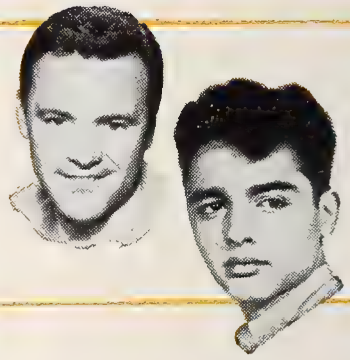
JO VAN FLEET IN 'EAST OF EDEN'

NATALIE WOOD IN 'REBEL WITHOUT A CAUSE'

BEST SUPPORTING ACTOR

JACK LEMMON IN 'MISTER ROBERTS'

SAL MINEO IN 'REBEL WITHOUT A CAUSE'



BEST DIRECTOR

ELIA KAZAN FOR 'EAST OF EDEN'

BEST ORIGINAL STORY **NICHOLAS RAY** FOR 'REBEL WITHOUT A CAUSE'

BEST SCREENPLAY **PAUL OSBORN** FOR 'EAST OF EDEN'

BEST STORY AND SCREENPLAY **MILTON SPERLING** AND **EMMET LAVERY** FOR 'THE COURT-MARTIAL OF BILLY MITCHELL', A UNITED STATES PICTURES PRODUCTION

BEST SHORT SUBJECT – ONE REEL **'GADGETS GALORE',** ROBERT YOUNGSON, PRO

BEST SHORT SUBJECT – TWO REEL **'24 HOUR ALERT',** CEDRIC FRANCIS, PRODU

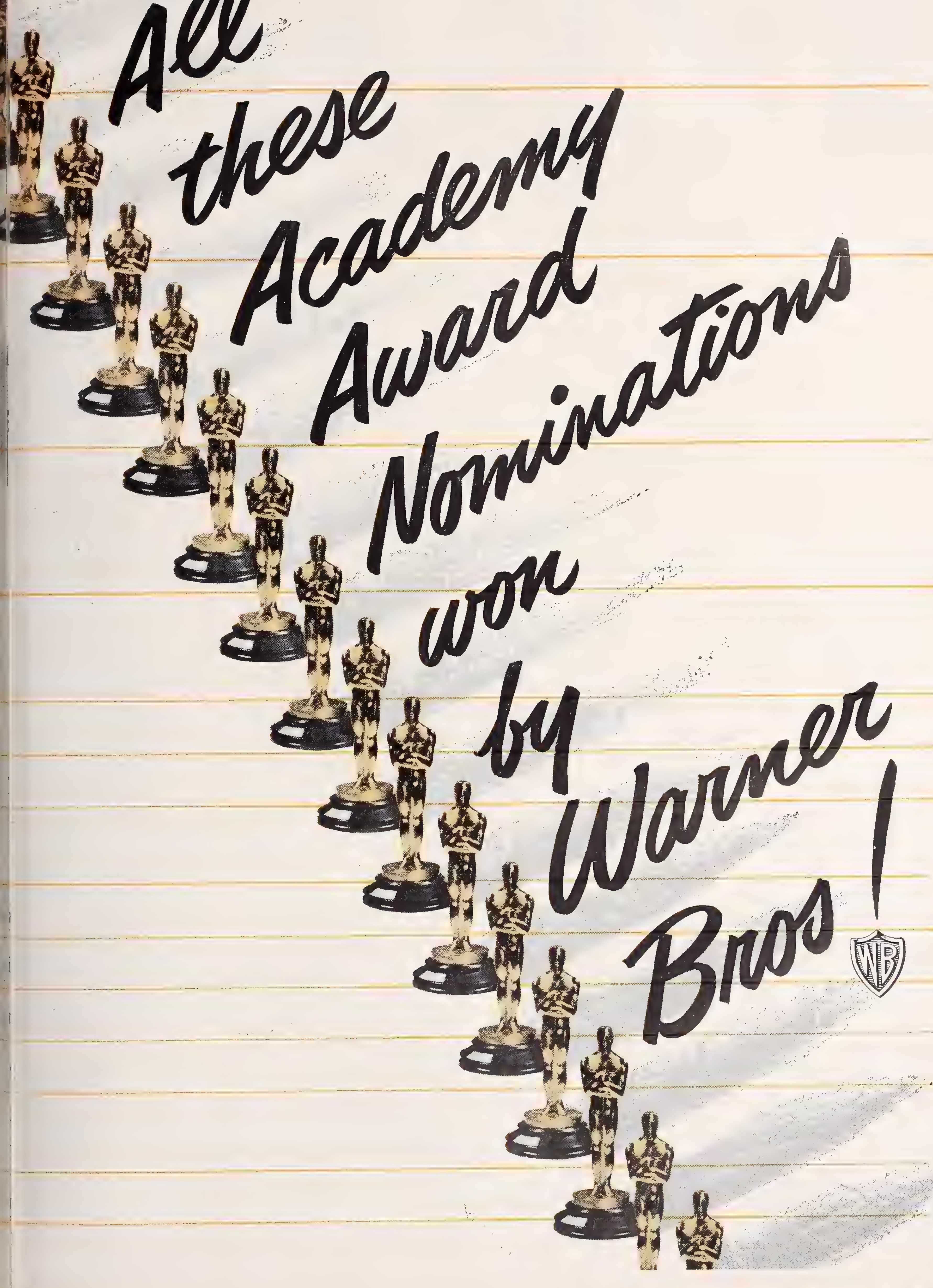
BEST SHORT SUBJECT – CARTOON **'SPEEDY GONZALES',** EDWARD SELZER, PRO

BEST SCORING OF A DRAMATIC PICTURE **MAX STEINER** FOR 'BATTLE CRY

BEST SONG **'UNCHAINED MELODY'** FROM 'UNCHAINED', A HALL BARTLETT PRODUCTION MUSIC BY ALEX NORTH, LYRICS BY HY ZARET

BEST SOUND RECORDING **'MISTER ROBERTS',** WILLIAM A. MUELLER, SOUND DIRECT

BEST SPECIAL EFFECTS **'THE DAM BUSTERS',** ASSOCIATED BRITISH PICTURE CORP. LT


All these Academy Award Nominations won by Warner Bros!

SBC Letter

(*Continued from page* 1)

the arbitration draft to the Senate group a few days before the hearings."

It was indicated yesterday that the distribution negotiating committee may meet shortly to discuss is position in the arbitration issue and to possibly frame the letter which may accompany the draft. The prospected letter probably will go to the Department of Justice also, along with the present arbitration draft. The Independent Theatre Owners Association of New York is the sole exhibition organization favoring the formula.

Four Executives on Committee

The distribution committee is composed of Lichtman, A. Montague of Columbia Pictures, Charles Reagan of M-G-M, and Adolph Schimel, general counsel for Universal Pictures and the distribution group. Schimel, when questioned yesterday about the submission of the draft to the Senate group and to any proposed scheduling of a meeting, declined comment.

The controversy over the present arbitration draft stems from Theatre Owners of America "temporarily withdrawing" its support of the draft for reevaluation at that exhibitor group's board of directors meeting, which will commence in New Orleans over the weekend. TOA, following "an alliance" with Allied States Association, which has always been against the present arbitration draft, said that it would press for an arbitration system which would include selling policies and film rentals. The Southern California Theatre Owners Association had rejected the arbitration draft while Metropolitan Motion Picture Theatre Association has tabled action on it.

NARTB Code Board

(*Continued from page* 1)

firms producing and distributing films for TV, asking for comments.

The board said that such a relationship would permit producers to consult in advance on the problems of turning out films meeting code standards and would also permit the code review board to bring to the producers' attention any complaints from stations and the public about film content.

$25,195 for 'Dimes'

(*Continued from page* 1)

ident of Allied Theatres of Illinois who served as campaign chairman.

Lobby collections exceeded last year's total by 14 per cent. Amounts collected by theatre groups were: Allied Theatres, $9,262; Balaban & Katz Corp., $10,067; Coston Enterprises, $1,206; Essaness Theatres, $987; Stanley - Warner Theatres, $1,518, and other independent theatres, $2,153.

'Scarlet' to Criterion

RKO's "Slightly Scarlet" will open at the Criterion Theatre here on March 16.

REVIEWS:

Hot Blood

Columbia—CinemaScope

A UNIQUE gypsy theme distinguishes an otherwise average plot in this romantic melodrama in color by Technicolor. Jane Russell and Cornel Wilde head a capable cast and provide good marquee name values.

Producers Harry Tatelman and Howard Welsh did much to brighten the film but were handicapped by a slow moving script. The gypsy theme is unusual but is treated lightly. However, there are good exploitation possibilities in the dances and music of the gypsy troupe.

As a gypsy bride, Miss Russell tricks Wilde, a prospective tribal king, into a marriage that soon falls by the wayside. Wilde, who is more concerned with the outside world, abandons his bride and joins a night-club dancing act. He soon returns, however, and fights to re-win his bride. Subsequently, he earns the esteem of his fellow gypsies, accepts the crown which his brother has renounced and returns to his bride with a pledge of gypsy fidelity.

The color by Technicolor adds much to the exterior settings, a highlight of which is a dance by the gypsies. In supporting roles are Luther Adler and the late Michael Rasumny, who appears in his last production.

Running time, 85 minutes. Adult audience classification. For immediate release.

JACK EDEN

Doctor at Sea

Rank-Republic—VistaVision

A BACHELOR'S efforts to avoid a marital trap are depicted in this J. Arthur Rank production, designed as a sequel to the earlier Rank release, "Doctor in the House." It should prove entertaining to average audiences.

In color by Technicolor and filmed in VistaVision, "Doctor at Sea" pokes laughs in the direction of bachelors who would venture anything, in this case a sea voyage, in order to remain single. Adapted from the novel of the same title by Richard Gordon, the film offers deft performances by Dirk Bogarde as the bachelor, and James Robertson Justice as a ship's captain who is determined to avoid women.

Fleeing from an anxious female who has ideas of marriage, Bogarde as a young physician, takes the job of ship's doctor. Two women passengers, played by Brigitte Bardot and Brenda De Banzie are the first women to sail with the vessel. At the conclusion, love wins out with Bogarde and Miss De Banzie marrying and planning future sea voyages.

Well produced, it may surprise audiences with an unusual element of comedy and female trickery in capturing eligible bachelors. Bogarde is impressive in his role. Betty E. Box produced and Ralph Thomas directed. The picture offers a new song, "Je Ne Sais Pas," sung by Miss De Banzie.

Running time, 92 minutes. General audience classification. For immediate release.

J. E.

Salesmen to Share In I.F.E. Receipts

I.F.E. Releasing Corp. salesmen will receive a share of the company's gross receipts during 1956 as a result of a sales incentive plan, according to an announcement by Seymour Poe, executive vice-president.

The plan, now in effect, covers the period from Dec. 1, 1955, to Nov. 30, 1956, eliminates the usual quota system, and offers every salesman an opportunity to share, percentagewise, in the company's gross receipts from the first dollar, Poe said. Each I.F.E. sales representative within the exchange areas will receive a percentage of the gross receipts he is responsible for, the only condition being that he reaches or surpasses last year's results.

Industry Not Likely

(*Continued from page* 1)

edly the introduction of the Mason Bill marked an important step in the industry's drive for tax relief, but that the industry probably would not push it for two reasons:

1—In a Democratic-controlled Congress, it's considered preferable to push legislation sponsored by Democrats. It's likely that one or more Democrats will shortly introduce an admission tax relief bill.

2—The Mason Bill gives relief only to motion picture theatres, and this may be bad strategy in that it would provoke the opposition of other types of entertainment subject to the admission tax. Some industry officials think the motion picture theatres will stand a better chance of getting relief if they team up with some other outfits subject to the admission tax.

British

(*Continued from page* 1)

the Far East. He suggested BFPA and CEA send representa to America instead "in the nea ture" to make a first hand surv the situation.

Johnston suggested that, whi America, they talk not only to M members but also to other comp which is many cases, he said, even more directly involved i supply of films to television," a lem, he conceded, which is a "n of great concern to all elements motion picture industry in country."

Difficulties Present

The MPAA president also p out that there are serious pra and legal difficulties involved i Britons' proposal that Motion P Export Assn. try to prevent showing of American films on E TV. A major one, he noted, is a large proportion of the ava films are not the property of M members.

Johnston added that his staff, ing his return, has been direct facilitate British discussions wi dividual American companies i way possible.

The CEA general council wil sider Johnston's reply on Sunda BFPA will take it up March 7.

N. J. Allied Study

(*Continued from page* 1)

"an alliance" on the inclusion o ing policies and film rentals industry arbitration system ar divorced circuits engaging in p tion and distribution. Both na exhibitor groups had presented two proposals to the Departm Justice last month.

The ATONJ also took except the recent telecasting of the Ac Awards nominations, stating th was a slap in the face to Sat evening exhibition business." I dicated that some sort of form jection might be filed wit Academy of Motion Picture Ar Sciences. Stern also said that A had voted to "enthusiastically port the next Council of Motio ture Organizations Audience A campaign.

Stern said that due to forthc New Jersey legislative matter next meeting of Allied Theatre ers of New Jersey will be he March 19 in Trenton. He sai the unit is a little concerned proposed Sunday Blue Law.

Guests at the ATONJ lu meeting were Joe Rosen, appointed Universal - Intern branch manager here, and the ing David Levy, whom Rose succeeded.

Cannes Will Bow

(*Continued from page* 1)

Monaco. It appears the weddi attracted so many newsmen a ternational personalities that accommodations in the vicini Cannes for film men are very cult to obtain.

All
News
That
News

MOTION PICTURE DAILY

Concise
and
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Point

9. NO. 42 NEW YORK, U. S. A., FRIDAY, MARCH 2, 1956 TEN CENTS

ts Sunday

ited Front 'A Keynote N.O. Meet

minary Discussions Under Way Today

ited front in exhibition which considerably strengthen U. S. nen's dealing with distribution the primary aim of the Theaners of America board of di- and executive committee will open their mid-winter at the Hotel Roosevelt in rleans on Sunday afternoon.

minary discussions among an e delegation of TOA execud officers will start this morn- New Orleans to formulate and the various industry topics are to be discussed and con- at the conclave by some 80 ors from all parts of the nation. heavy agenda for the two-and- day meeting is loaded with in- issues which range from the Small Business sub-committee

(*Continued on page* 4)

ainating Group cted by AMPA

even-man nominating commit- us two alternate members, was by Associated Motion Picture isers yesterday at a meeting Hotel Piccadilly here.

nominating group, which will the 1956-57 slate of AMPA , consists of Gordon White, rman; Raymond Gallagher, s A. Alicoate, Vincent Trotta, s Neilson, Marsha Stern and stenbaum. Alternates are Cy an and Ray Gallo.

Latin American iness Up: Katz

ted Artists business in four American markets "is wonder- nd should further improve con- ly, according to Alfred Katz, ome office foreign department ive.

z, who returned in mid-week a three-week business trip to

(*Continued on page* 6)

Announcement

1956 FAME AWARD

¶ The Editors of *Fame* announce today that the 1956 FAME ACHIEVEMENT AWARD is made to the research and technical staff of 20th Century-Fox in recognition of the development of CinemaScope 55. The citation hails "the notable contribution to the art and industry of motion pictures by the development of the 55mm CinemaScope technique for the enhancement of the entertainment power of the screen."

¶ The members of the staff of Quigley Publications extend their congratulations to Earl I. Sponable, technical director, Sol Halprin, camera department head, Lorin Grignon, Herbert Bragg and the other members of the 20th-Fox research and technical staff.

—Martin Quigley, Jr.

As Third Year Ends

Cinerama Engagements Set Unique Exhibition Patterns

The trading area of a Cinerama production, which has enjoyed runs unprecedented in motion picture history, is considered 10 times that of an ordinary motion picture, drawing people from hundreds of miles away, a Stanley Warner official commented here yesterday.

Besides the uniqueness of the system, another factor which has accounted for the extensive marketing area, according to the spokesman, is the fact that it will never be shown in smaller cities, nor in neighborhood houses. Other motion pictures have made this claim and then reconsidered, he stated, adding that Cinerama has established the fact that if a person wants to see it, he or she has to come to town.

Now approaching its fourth year in New York where it opened on Sept. 30, 1952, the second Cinerama production "Cinerama Holiday" will have been seen by some 1,200,000 people during its 14-month run at the Warner. It will be replaced by "Seven Wonders of the World" on April 10. The initial production, "This Is Cinerama," ran on Broadway

(*Continued on page* 4)

WB Distribution for Monroe-Olivier Film

From THE DAILY Bureau

HOLLYWOOD, March 1. – Marilyn Monroe and Sir Laurence Olivier will co-star in "The Sleeping Prince" for Warner Brothers distribution, it was jointly announced here today by Jack L. Warner, WB vice-president, and Milton H. Greene, vice-president of Marilyn Monroe Productions, Inc., at a press conference in the WB studios. It is a one-picture deal.

Marilyn Monroe Productions and Sir Laurence will co-produce the picture for Warner Brothers presentation. The latter also will direct the production of the London stage hit by Terrance Rattigan. The film will go into work late this summer.

For Television

Warners Sells 750 Features To PRM, Inc.

Shorts Included in Deal By Non-Industry Group

The conclusion of the Warner Brothers TV deal, under which WB will sell to PRM, Inc., approximately 750 feature pictures, as well as short subjects, cartoons and silent features released up to the 1948 season, was signed yesterday in Wilmington, Del., it was announced here.

The selling price was revealed as $21,000,000 in the joint statement issued by Jack L. Warner, vice-president of WB, and Louis Chesler, board chairman of PRM, Inc.

The statement said the deal was a consequence of negotiations carried on between Eliot Hyman, representing PRM, Inc., and Benjamin Kalmenson, WB vice-president in charge of distribution. Contracts were signed in Wilmington, where both companies have their corporate offices.

The agreement, long under nego-

(*Continued on page* 6)

RKO, AA Discussing Foreign Distribution

Negotiations are under way between RKO Radio Pictures and Allied Artists officials whereby the RKO foreign exchanges will again, as they have on other occasions, handle the distribution of more AA productions in the overseas market, it was learned here yesterday.

AA's present overseas operations

(*Continued on page* 6)

Morrison, McLaglen In New UA Deal

Robert Morrison and Andrew V. McLaglen yesterday closed a deal with United Artists for the release of their third independent production, "Gun the Man Down," scheduled to roll on March 8.

Morrison and McLaglen previously produced independently "Man in the Vault" for RKO Radio Pictures and "Seven Men From Now" for Warner Bros.

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, is due in New York from Hollywood over the weekend.

•

WILLIAM R. FRANK, independent producer and Minneapolis exhibitor, will leave New York tomorrow for a six-week European trip.

•

JACK DIAMOND, Universal-International studio publicity director, will return to the Coast tomorrow from New York.

•

MAX E. FELLERMAN, vice-president and general manager of Lopert Films, has returned to New York from Hollywood.

•

JOHN C. FLINN, Allied Artists advertising-publicity director, was in Detroit yesterday enroute back to the Coast from New York.

•

SIR MICHAEL BALCON, production head of Ealing Studios, London, returned to England from New York yesterday via B.O.A.C.

•

SY BARTLETT, vice-president of Melville Productions, will leave Hollywood for Philadelphia today.

•

ALVA SMITH, Westrex Corp. installation supervisor, has returned to New York from Caracas, Venezuela.

•

MORRIS KEPPNER, of Burnside Theatre Corp., East Hartford, has returned there from New York.

•

WILLIAM GULLETTE, of Preview Theatre, has left New York for Charleston, S. C.

Ritchey Delays Tour For AA Sales Talks

HOLLYWOOD, March 1.—Norton V. Ritchey, president of Allied Artists International, has delayed the start of his world tour in order to personally supervise the overseas sales and merchandising plans for a number of forthcoming AA productions.

Ritchey, who saw a number of new company features at the studio here during the past week, left here today for New York to begin a series of special meetings with members of his global sales forces.

Among the films which will be discussed at forthcoming meetings are "The First Texan," "Crime in the Streets," "World Without End," "The Come On" and "Invasion of the Body Snatchers."

Package of Eight 20th-Fox Productions And Shorts Designed for Chi. Children

From THE DAILY Bureau

CHICAGO, March 1.—"Fun Festival For Small Fry In CinemaScope," a new idea intended to promote juvenile attendance in theatres, has been created in the Chicago offices of 20th Century-Fox. The program comprises eight package units, each consisting of a top feature selected because of its previous rating, plus five cartoons tending to have educational value. Films highlighting each package are "The Robe," "King of the Khyber Rifles," "Prince Valiant," "Broken Lance," "12 Mile Reef," "Hell and High Water," "Demetrius and the Gladiators" and "White Feather."

20th Using 8,000 'Stover' Billboards

Charles Einfeld

Eight thousand billboards in more than 150 principal cities of the United States and Canada will feature 28-sheets on 20th Century-Fox's "The Revolt of Mamie Stover" in CinemaScope, in one of the largest outdoor advertising campaigns in film history, Charles Einfeld, vice-president, announced.

Budgeted at several hundred thousand dollars, the ad barrage will kick off during the first week of April and will continue in force through the local playdates of the mid-April release. The over-all campaign ranks in scope with drives currently in high gear for "Carousel" in CinemaScope 55 and Darryl F. Zanuck's "The Man in the Gray Flannel Suit," Einfeld said.

Chicago Court Rules 'Game' Is Obscene

CHICAGO, March 1.—After a Federal Court jury of six men and six women viewed "Game of Love," they voted the film obscene. Judge Perry said he would consider the jury's findings as an advisory opinion and would rule on the case within a few days. Times Film Corp., the distributor, is seeking an injunction reversing the ban on the film.

Curtis Sworn In

WASHINGTON, March 1.—Edward P. Curtis, vice-president of Eastman Kodak Co. and long-time friend of President Eisenhower, was sworn in today as special assistant to the President for planning the nation's aviation facilities.

'Comanche' to Albee

Carl Kruger's "Comanche" will open in the New York area at the RKO Albee, Brooklyn, on Sunday.

'Richard' D.C. Bow To Draw Notables

WASHINGTON, March 1.—Top government and industry officials will be among the patrons for the special Washington benefit premiere of "Richard III" at the Playhouse Theatre here.

The premiere, on March 13, will be for the benefit of the 1956 heart fund of the Washington Heart Association. On hand will be Mrs. Dwight D. Eisenhower, Major and Mrs. John Eisenhower, and Sir Laurence Olivier, producer, director and star of the film. The regular showing of the film will start at the Playhouse about March 15.

Heart Fund to Benefit

The special premiere is being sponsored by the Ambassador from Great Britain and Lady Makins. Tickets are being sold for a minimum $25 contribution to the Heart Fund. Industry officials already signed as patrons include Motion Picture Association president Eric Johnston, Paramount president Barney Balaban, 20th Century-Fox president Spyros Skouras, Loew's president Arthur Loew, United Artists president Arthur Krim, producer Samuel Goldwyn, and I. E. Lopert, president of Lopert Films, which is distributing the film in the U. S.

'Alexander' Subject On CBS-TV Mar. 25

A major public service television network program will be devoted entirely to the subject of film production when Robert Rossen's "Alexander the Great" will be the subject on the CBS Peabody-Award-winning TV show, "Adventure," on Sunday, March 25, from 2 to 2:30 P.M., EST.

Producer-director Rossen will be interviewed and will describe the great amount of research he did for his screenplay in order to reconstruct with dramatic authenticity the life and times of the conqueror of the ancient world. Clips from the film will be used to highlight the discussion.

Also participating in the talks regarding the United Artists feature will be David Ffolkes, costume designer for "Alexander the Great."

. . . NEWS ROUNDU

Will Refurbish Theatre

The Stanley Warner Corp. is p ning an $80,000 refurbishing of Strand Theatre at Albany, N. Y include a new marquee, outside by, boxoffice, frames, doors walk. Henry L. Blattner, local a tect, drafted the plans which ge manager Harry Kalmine appro Work is expected to start in the future.

■

New Drive-in Trailer

Filmack Trailer Co., Chicago, nounced that it has prepared a wide-screen merchant intermis trailer for drive-in theatres. Ha produced intermission clock tra for over five years, Filmack states it has determined that in the few years drive-in owners have fo it possible to clear extra dollars running these trailers.

■

Will Sponsor Matinees

The St. Louis "Register," off publication of the Roman Cath Archdiocese of St. Louis, has nounced its sponsorship of film grams based on the Legion of De cy ratings for children in a s of Saturday matinees at the Ivar and Roxy Theatres. A nine-w schedule has been drawn up to the efficiency of the policy that into effect last Saturday.

■

Carver Theatre Sold

The Carver Theatre in St. L has been sold and will be razed make way for a parking lot.

■

Reopens Southway Theat

Harold F. Kapper, who has b operating a confectionary in subur St. Louis, has reopened the Sou way Theatre at Lemay, Mo.

NEW YORK THEATR
RADIO CITY MUSIC HALL
Rockefeller Center
WILLIAM HOLDEN
PICNIC
with KIM NOVAK
Co-Starring ROSALIND RUSSEL
A Columbia Picture
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fee, Advertising Manager; Gus H. Fausel, Production Manager: Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

Thompson of Paramount has lected president of the Detroit r of Coliseum of Motion Picılesmen of America. **Ray Cloud** ımbia is the new vice-president chapter and **Walter Cory** of lic has been named secretary.

◻

Sandburg, American writer ɔet, has been elected a member American Society of Com-, Authors and Publishers.

◻

Rogers and **Dale Evans** have named co-chairmen of the Na- Safety Council's films-radio- ion committee, Chicago.

◻

lip F. Donoghue has joined film, Inc., N. Y., as administra- assistant to **Robert H Klaeger,** ɔresident in charge of TV com- al and industrial film produc- Prior to joining the film com- Donoghue was unit and busi- manager for the domestic sec- ɔf "Cinerama Holiday" for **Louis Rochemont** with whom he was iated for five years.

◻

al Pereira, Paramount Studio art tor, has been named art direc- or the presentations show of the annual awards of the Academy Motion Picture Arts and Sciences March 21.

◻

enneth M. Mitchell has been ap- ted administrative assistant at adian Kodak Co., Ltd., Toronto.

◻

ames Segre, business and tech- l consultant in Milan, Italy, has n appointed to the newly created of European representative for n B. Du Mont Laboratories, Inc.

◻

. G. Gryder, for many years head ker and buyer for the Talgar atre, Jacksonville, Fla., has re- ned from the company to open own booking and buying office. **nie Newman** will replace Gryder.

ɔncession Meeting 'anned for Chicago

Are You Trading Dollars or Mak- a Profit" will be the theme of the lwest regional popcorn and con- sion industries conference to be d March 14 at the Hotel Sherman Chicago.

Sponsored by the Popcorn and ncessions Assn., the one-day meet- will include separate discussions all segments of the theme.

Altec's Marty Wolf Contends

Education of Patrons to Techniques Of Sound Paying Off With Publicity

Belief that if both regular and potential box-office patrons were informed of the manner in which the new sound techniques are conveyed to them that beneficial results would be achieved has been substantiated as the outcome of a promotional campaign by Altec Service Corp., according to Marty Wolf, Altec sales manager. Wolf and Bert Ennis, director of public relations, have returned from a tour of the company's Southern division in which the experiment was launched.

Marty Wolf

Prior to the sales and promotional tour, Wolf had announced that Altec had conceived a campaign designed to focus attention of the motion picture theatre ticket buyer on the box-office through a series of photo-stories explaining the workings of CinemaScope, VistaVision, Todd-AO, Cinerama, etc., in conjunction with various new sound techniques. The plan envisioned the enlisting of the interest of newspapers, in cooperation with local exhibitors, to capture the attention of regular patrons, and those who had lost the theatre-going habit.

Pointing out that the reaction of the press and exhibitors has been highly encouraging, Wolf said that arrangements had been completed for the publication of stories in the Atlanta "Constitution," Atlanta, the Sumter "Daily Item," Sumter, S. C., and other newspapers in both large and small communities.

The Altec publicity caravan, traveling by automobile, carried a special photographer, Ed Sullivan, well-known industry still camera man, together with comprehensive photographic lighting facilities, and a variety of literature designed to explain the project to all concerned.

The tour, originating at Lebanon, Pa., where a photo-story was done covering the Key Drive-In, operated by Jack Weber in affiliation with the Comerford circuit, embraced Atlanta, Charlotte and Tampa.

Well-Liked in Charlotte

Wolf reported that Altec's promotional plan in behalf of the industry's welfare in general met with favorable response from exhibitors in session in Charlotte during the recent convention, while various industry leaders around the country have expressed their commendation of Altec's efforts to stimulate the box-office. The Altec sales manager displayed a letter from Walter Reade, Jr., former president of the TOA, and head of the Reade Circuit, in which Reade declared the belief that the company's effort to reach theatre patrons through newspaper readership was the most constructive plan he had observed since the inception of the industry's new picture and sound techniques.

Arrangments are in process to prepare illustrated feature stories in mat form. This material will be made available to exhibitors for submission to their local newspapers.

Plans are now going forward to send the Altec promotional caravan into others of the six Altec divisions.

Col. Reports Strong 'Picnic' Grosses

Columbia Pictures yesterday released figures showing that "Picnic" has continued to roll up strong opening week grosses. Figures from complete first weeks from coast to coast were: Beverly Hills, Warner, $25,000; Buffalo, Lafayette, $23,000; Atlanta, Rialto, $13,200; Omaha, Orpheum, $15,880; Philadelphia, Randolph, $38,900; Syracuse, State, $16,256; Boston, State and Orpheum, $64,700; Richmond, Byrd and State, $15,420; Cleveland, Hippodrome, $23,675; Baltimore, Hippodrome, $16,360; and Center, Oklahoma City, $9,282.

Other grosses, in theatres where "Picnic" is still in its first week, include: Denver, $20,600, six days; Milwaukee, Warner, $14,700, five days; Madison, Orpheum, $2,470, two days. Outstanding opening day figures in smaller situations include: Lowell, Keith, $1,118; Canton, Palace, $1,296; Chattanooga, Tivoli, $1,121; and Norfolk, State, $2,368.

TNT to Stage Closed Circuit GM Show

Hotels and theatres in 39 locations across the nation today will present a closed circuit telecast for General Motors, it was announced by Theatre Network Television, the producer.

Harlow H. Curtice, GM president, will address some 20,800 GM dealers and personnel at the telecast which will be viewed on big-screen TV projcetion equipment with pictures which will range from nine feet to 35 feet in size.

Drive-in to Poblocki

MILWAUKEE, March 1.—Ben Poblocki, operator of the Plaza indoor theatre at Burlington, Wis., and head of Poblocki & Sons of Milwaukee, manufacturers of display and other equipment in theatres, has acquired controlling interest in the Port Drive-in near Port Washington, Wis. The drive-in will be re-named the Highway 57.

In New York

SMPTE Meet Will See New Equipment

A display of the latest developments in professional equipment for motion picture production and for television studio use, reportedly never before assembled under one roof, has been arranged by the Society of Motion Picture and Television Engineers. To include film processing and editing machines, motion picture and high-speed cameras, lenses, sound and animation equipment, and TV color cameras and projectors, this exhibit will be held in conjunction with the Society's 79th semiannual convention at the New York Statler, April 30-May 4.

32 Booths Taken

Everett Miller, exhibit chairman, announced that the 32 booths originally planned for this exhibit have been sold, and that as much additional space as the hotel can provide is now available to accommodate other manufacturers and distributors interested in participating as convention exhibitors.

In addition to exhibits, all other arrangements are nearing completion for what promises to be a record SMPTE convention. Sixteen technical sessions have been scheduled, as well as the usual get-together luncheon, banquet and meetings of all SMPTE engineering and standards committees. The Association of Cinema Laboratories will also hold its meeting during SMPTE convention week.

Outside Activities Planned

Technical sessions to be held at the Statler will offer papers and discussion on laboratory practice, motion picture production and viewing, TV studio lighting, TV commercials, high-speed photography, motion picture screen brightness and educational TV. Sessions away from the Statler include a tour of the DuMont Telecenter, a screening of "Oklahoma!" in Todd-AO at the Rivoli Theater, a TV studio lighting symposium at the NBC Colonial Theater and sound recording sessions at the Fine Sound Studios.

SPG College Award Again Goes to UCLA

HOLLYWOOD, March 1. — The Screen Producers Guild president, Samuel G. Engel, today announced that the Guild's annual intercollegiate award will go, for the second year in succession, to the University of California at Los Angeles, for "One Way Ticket to Hell," produced by student Bam Price, Jr.

Price will receive the award on the Ed Sullivan television show Sunday.

Cinerama

(*Continued from page* 1)

for approximately two-and-a-half years.

Mail order business, the S-W spokesman said, has varied from 33 per cent of the weekly gross during opening weeks to 15 per cent during the balance of the run.

Now in 14 Situations

The second production, "Cinerama Holiday," is now playing in 14 situations throughout the U. S. "This Is Cinerama" is due to bow in a newly-installed Atlanta situation, while place "This Is Cinerama" in Montreal on April 5.

Overseas, Cinerama installations are in theatres in London, Tokyo, Osaka, Japan, Milan, Rome and Paris.

To Use Carrier for Cinerama Showings

SAN FRANCISCO, March 1. – Cinerama officials here have announced plans for a floating Cinerama, by which the U. S. hopes to win more friends in the Orient.

Cinerama will be installed in a recommissioned aircraft carrier.

Shown on the flight deck, the film can be viewed by an audience of up to three thousand persons. The United States Information Agency expects a 150-port circuit throughout the Near, Middle and Far East for the converted Cinerama carrier.

TOA Seeks United Industry Front

(*Continued from page* 1)

hearings, scheduled for March 21-22, to the alleged shortage of product. High also on the agenda, and also slated for early and thorough discussions by the TOA board, is the status of the arbitration draft and the so-called Allied States Association-TOA "mutual security pact" on certain trade practices.

The business sessions, which will be presided over by E. D. Martin, chairman of the board; Myron N. Blank, president, and Alfred Starr, chairman of the executive committee, will seek solutions to problems confronting big and small exhibitors, all said to be arising out of distribution's selling policies.

'Merger' Has Long Been Hinted

The united front in exhibition has long been an aim of TOA, particularly that of Starr and Walter Reade, Jr., past TOA presidents. For many months, especially in 1954 and early 1955, TOA had steadily hinted that there were distinct possibilities of "a merger" with national Allied. Cooperation between both national exhibitor associations reached its peak during the May-June, 1955, period when a joint committee met with the distribution sales chiefs in attempts to alleviate pressing exhibition problems. Following a late summer board meeting of Allied, and a decision by that group's board as to how these pertinent problems should be relieved, mainly by governmental regulation, cooperation ceased due to "differences in policies."

Accord Reached This Year

In a surprise move in January, both TOA and Allied reached accord on their differences and, standing side by side, announced a joint program—to press the Department of Justice for permission to allow divorced circuits to engage in production and distribution and to have selling policies and film rentals included in an industry arbitration system. TOA went so far at that time to withdraw "temporarily" its support of the arbitration draft.

This joint platform will be presented to the TOA board meeting for further consideration, elaboration and for complete approval inasmuch as the board members gave only verbal approval of the proposals in telephone conversations last January, when Allied and TOA leaders met, according to TOA.

New National Policy May Be Set

Besides considering and reevaluating the present arbitration draft, the TOA directors may formulate new national policies following a compilation of answers received in TOA's detailed questionnaire dealing with industry conditions.

A study of the compilation, it was disclosed by Blank last month, w also be the basis for TOA's testim before the Senate Small Business committee on industry trade p tices.

EFFG to Be Considered

The TOA directors also will sider the shortage of product and hibitors Film Financial Group, their sponsored film investment g which has been in "mothballs" some months; the nominations TOA executive director and repl ment for George Gaughan, rece resigned TOA field representative; present status of subscription te sion and the needs for further sup in this opposition campaign; forthcoming annual convention TOA in September and the inte tional aspects of the show; the A Navy pre-release situation; and launching and support of Counci Motion Picture Organizations in tax repeal campaign.

'Conqueror' a Manila

MANILA, March 1.—In a tri-t tre opening today Howard Hu "The Conqueror" drew the bi opening day gross in this city, w multiple-theatre runs are a usual cedure, since 1950. The RKO ture earned 23,830 pesos or app mately $21,400, at the Avenue, I and Galaxy Theatres.

NEW YORK IS WAITING!

20th ANNUAL VARIETY CLUB INT'L CONVENTION

WALDORF-ASTORIA — MAY 9-12

sponsored by TENT #35, N. Y.

REGISTRATION FEES
BARKERS $45.
WIVES 35.

For reservations write to:
MARTIN LEVINE
Convention Chairman
229 West 42 St., N. Y. C.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
(Mar. Releases) THUNDERSTORM Carlos Thompson Charles Korvin 81 min. (Rel. 3/4/56) THE WICKED WIFE Nigel Patrick Beatrice Campbell Moira Lister 75 min. (Rel. 3/18/56) WORLD WITHOUT END (Color) Hugh Marlowe Nancy Gates Nelson Leigh CS 80 min. (Rel. 3/35/56)	(Mar. Releases) URANIUM BOOM Dennis Morgan Patricia Medina 67 min. (Rev. 2/27/56) HOT BLOOD (Color) Jane Russell Cornel Wilde Luther Adler CS 85 min. (Rev. 3/1/56) THE PRISONER Alec Guinness Jack Hawkins 91 min. (Rev. 12/22/55)	(Mar. Releases) MEET ME IN LAS VEGAS (Color) Dan Dailey Cyd Charisse Agnes Moorehead CS 112 min. (Rel. 3/9/56) (Rev. 2/6/56) FORBIDDEN PLANET (Color) Walter Pidgeon Anne Francis CS (Rel. 3/30/56) (Re-Releases) NORTHWEST PASSAGE (Color) Spencer Tracy Ruth Hussey 126 min. (Rel. 3/16/56) (Rev. 2/13/40) THE YEARLING (Color) Gregory Peck Jane Wyman 128 min. (Rel. 3/16/56) (Rev. 11/27/46)	(Mar. Release) THE COURT JESTER (Color) Danny Kaye Jeanmaire 101 min. VV (Rev. 1/27/56)	(Mar. Releases) COME NEXT SPRING (Color) Ann Sheridan Steve Cochran Walter Brennan 92 min. (Rev. 2/10/56) CIRCUS GIRL (Tru-Color) MAN IN THE ROAD Ella Raines Dereck Farr	(Mar. Re-Release) ONE MINUTE TO ZERO Bob Mitchum Ann Blythe 105 min. (Rev. 7/22/52)	(Mar. Releases) ON THE THRESHOLD OF SPACE (Color) John Hodiak Virginia Leith Guy Madison CS 95 min. THE MAN IN THE GRAY FLANNEL SUIT (Color) Gregory Peck CS	(Mar. Releases) GHOST TOWN Kent Taylor John Smith Marian Carr 75 min. PATTERNS Van Heflin Ed Begley COMANCHE CC Dana Andrews Kent Smith John Litel Linda Cristal THE THIEF SHALL NOT HAVE THEM Michael Redgrave Dirk Bogarde Anthony Steele	(Mar. Releases) THE WORLD IN MY CORNER Audie Murphy Barbara Rush 82 min. (Rev. 2/2/56) NEVER SAY GOOD-BYE (Color) Rock Hudson Cornell Borchers 96 min. (Rev. 2/10/56) RED SUNDOWN (Color) Rory Calhoun Robert Middleton Martha Heyer 82 min.	(Mar. Releases) OUR MISS BROOKS Eve Arden Gale Gordon Don Porter 85 min. (Rel. 3/3/56) (Rev. 2/10/56) THE RIVER CHANGES Rossana Rory Harold Maresch 91 min. (Rel. 3/24/56) (Rev. 2/15/56) THE STEEL JUNGLE Perry Lopez Beverly Garland Walter Abel 86 min. (Rel. 3/31/56)	
(Apr. Releases) THE COME ON Ann Baxter Sterling Hayden SC 82 min. (Rev. 2/16/56) (Rel. 4/1/56) CRASHING LAS VEGAS Leo Gorcey Huntz Hall 63 min. (Rel. 4/8/56) SCREAMING EAGLES Jan Merlin Tom Tryon 81 min. (Rel. 4/22/56) MOTHER-SIR Joan Bennett Gary Merrill 80 min.	(Apr. Releases) THE HARDER THEY FALL Humphrey Bogart Jan Sterling COCKLESHELL HEROES Jose Ferrer Trevor Howard CS 97 min. (Rev. 2/10/56) BLACKJACK, KETCHUM, DESPERADO Howard Duff Maggie Mahoney ROCK AROUND THE CLOCK Johnny Johnston Lisa Gaye 77 min.	(Apr. Releases) TRIBUTE TO A BAD MAN James Cagney Irene Patas CS 95 min. (Rel. 3/13/56) GABY Leslie Caron John Kerr CS 97 min. (Rel. 3/27/56)	(Apr. Release) ANYTHING GOES Bing Crosby Donald O'Connor Mitzi Gaynor TC VV 106 min.	(Apr. Release) STRANGER AT MY DOOR McDonald Carey Patricia Medina	(Apr. Releases) THE BOLD AND THE BRAVE Wendell Corey Mickey Rooney CS 99 min. GREAT DAY IN THE MORNING Robert Stack Ruth Roman CS (Rel. 4/4/56) 92 min. THE WAY OUT Mona Freeman Gene Nelson 90 min. (Rel. 4/11/56) WHILE THE CITY SLEEPS Dana Andrews Ida Lupino 100 min. (Rel. 4/25/56) (Re-Release) THE BIG SKY Kirk Douglas Dewey Martin 140 min. Rel. 4/18/56) (Rev. 6/9/52)	(Apr. Releases) HILDA CRANE Jean Simmons Guy Madison THE REVOLT OF MAMIE STOVER Jane Russell Richard Egan		(Apr. Releases) THE KETTLES IN THE OZARKS Marjorie Main Arthur Hunnicutt BACKLASH (Color) Richard Widmark Donna Reed 84 min. (Rev. 2/28/56) THE CREATURE WALKS AMONG US Jeff Morrow Rex Reason	(Apr. Releases) MIRACLE IN THE RAIN Jane Wyman Van Johnson 107 min. (Rel. 3/7/56) SERENADE Mario Lanza Joan Fontaine Vincent Price (Rel. 3/21/56)	

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"VYNAPLASTIC" is the name of a new "white" paint for drive-in theatre screens from the Radiant Manufacturing Corp., Chicago. It can be applied with brush, roller or ordinary spray equipment and dries quickly so that a second coat may be put on within one hour, according to the manufacturer. Water-thinned, the paint contains no oil and may be applied safely to wet surfaces. It is stated that 450 square feet can be covered with one gallon of the paint.

●

Performance information and complete specifications on its line of commercial portable vacuum cleaners are supplied in a new bulletin issued by the Spencer Turbine Company, Hartford, Conn. The models described range in power from ½ through 1 horsepower and all can be used for either dry or wet pick-up.

●

Jack Frain, who joined Hollywood Brands, Inc., Centralia, Ill., in 1936 at the "bottom rung" of the sales ladder, has now risen to the post of director of sales, Hollywood candy division. He was appointed recently to replace E. L. Marshall.

●

M. D. "Doc" Faige has announced relocation of the New York City headquarters of the following firms: Norpat Sales, Inc., Norpat International Division, "Doc" Faige & Associates and American Selectifier Division. They are now at 630 Ninth Avenue. The new location provides an easily accessible showroom at street level, Mr. Faige said. Offices and warehouse facilities are also in the same building.

●

Stewart - Trans - Lux Corporation, Torrance, Calif., announces that it recently installed 11 new "Luxuria" projection screens in American Motors' "Circarama" exhibit at Disneyland Park. The screens were custom-designed to fit specifications supplied by Bill Ralke, president of the Ralke Company, Los Angeles, which is in charge of all audio-visual facilities at Disneyland. The installation was supervised by Jim Hervey.

●

A Taller & Cooper automatic admission control system has been purchased from RCA by Associated Prudential Theatres, Inc., New York, for installation in its Massapequa (Long Island) drive-in theatre. Announcement of the purchase was made jointly by Edward Seider of APT and A. J. Platt, manager of theatre equipment field sales, RCA Theatre and Sound Products Department. The system combines all admission and receipt-recording procedures in a single operation controlled automatically by one attendant in each entrance booth.

Holds Talks with Gov't Leaders

Japan's Attitude on Self-Regulation Appreciated by MPEA: Johnston

Special to THE DAILY

TOKYO, March 1.—Eric Johnston, president of the Motion Picture Export Association, wound up his visit here today following discussions with Japanese producers on MPEA participation in Japan's self-regulation program.

Johnston assured representatives of the Japanese producers association that the attitude of the MPEA companies was "cooperative." The MPEA president said specific recommendations would be made to the Japanese following his return to the United States.

Johnston, who leaves tomorrow for Manila, held further sessions with Japanese government leaders on the question of increased remittances and a lowering of quota restrictions for the American companies.

Remittance Increase Expected

Reports were current that "some increase" in remittances is "generally anticipated." Johnston and his staff pressed the point during the discussions that Japan's improved economic position warranted increased remittances.

Johnston will be accompanied to Manila by Irving Maas, MPEA vice-president, and Leo Hochstetter, the association's Tokyo representative.

UA's S.A. Business

(*Continued from page* 1)

Venezuela, Cuba, Trinidad and Mexico, declared here yesterday that "improvement in each of these markets is attributed to top UA product, namely, 'Not As a Stranger' and 'Summertime'."

Optimistic in viewpoint as to what the future holds for the company, Katz said that he expects business in Mexico "to improve this year by at least 100 per cent." He pointed out that with the recent construction of a new 2,800-seat theatre in Mexico City, many more "films will get full playing time."

Commenting on Venezuela, the UA foreign department executive said that business "is on a level with that of last year, but it should improve within the next few months as Caracas is rapidly growing." Discussing Cuba, he said that UA has had a slight improvement in that territory as compared to last year.

Expand Schuller Agency

The William Schuller Agency, which specializes in motion picture, television and personality accounts, will open a branch office in Hollywood on March 10, it was anounced here yesterday. Barry Levinson and Elliott Kastner will leave New York over the weekend for the West Coast to head up the office.

W.B. Sells

(*Continued from page* 1)

tiation, marks the second purchase by TV interests of a film company library, the first company to make such a deal being RKO Radio Pictures. The announcement carried no disclosure of any pictures, if any, retained by WB for the period prior to the 1948 season. Nor did the statement spell out the rights accruing to PRM, but it is reported that PRM will get world-wide theatrical reissue rights on the films as well as TV rights.

Mum Regarding Marketing

Although Hyman, the principal in the negotiations and president of Associated Artists, made no statement as to how PRM, Inc., plans to market the WB backlog, trade quarters did not expect him to try to sell the films in one package to TV stations. Such a policy has been pursued by Matthew Fox, president of C & C Television Corp., who made the deal with RKO Radio Pictures.

Chesler, identified in the joint statement as PRM board chairman, is a member of a Canadian group, which purchased stock control of PRM, Inc., understood to be a shell of a corporation, the only assets of which are said to be from $6,000,000 to $7,000,000 in cash. He is known as a mining financier without any former associations with the TV or motion picture industries.

Oil Official an Officer

Other PRM officers include George B. Gardiner, president, who is known as an investment executive; Maxwell Goldhar, vice-president and treasurer, who also is head of Sapphire Petroleum.

The Canadian group, following its purchase of 170,000 of 342,000 outstanding shares of PRM, has offered to buy all other shares at $22 a share up to March 6.

RKO and AA

(*Continued from page* 1)

are conducted in many territories by franchised distributors. The company's forthcoming "big" picture, William Wyler's "The Friendly Persuasion," is slated to be released foreign-wise by Loew's International.

A responsible official yesterday denied a report that negotiations are being conducted for "outright purchase" of RKO Radio foreign exchanges by Allied Artists. He said the reports probably stem from the present foreign distribution talks.

REVIEWS:

Crime Against Joe

Bel-Air—United Artists

JOHN BROMFIELD's latest starrin hicle is, like his previous two a murder tale. As such, it is a guessing game, but rather sluggi the telling and generally some dull until the surprise denoue Still, it's a good prospect as a c date for second place on any d bill.

Bromfield, an artist discourage his lack of success, takes to In the elbow-bending emporium meets, in succession, Julie Lond carhop; Patricia Blake, a sleepw and the uninhibited Anika L whose boyfriend, the bartender, ly gives Bromfield the heave-h into the gutter.

Next morning, Miss Louise is f murdered in the woods. A 1945 school class ring turns up at scene. Bromfield, who graduated year, can't produce his own, and coupled with his conduct the pre night, puts the police on his trail. rest of the picture finds Brom assisted by Miss London, on the of the real murderer. A lot of pe look mighty likely, but in the reel an innocuous, friendly-faced cab driver is exposed as the petrator of the foul deed. Brom and Miss London clinch for the out.

Aubrey Schenck was executive ducer, Howard Kock producer Robert C. Dennis did the screen

Running time, 69 minutes. eral classification. Release date set.

Make Me an Offer

Associated Artists—Dominant Pictures

PRODUCED in Britain, "Make Me Offer" stars Peter Finch and Adri Corri in a pleasant but slow-mo melodrama best suited to spec houses. There are few surprise the somewhat unique story of antique collector's dedication single vase and his life-long wis own the piece. Filmed in East Color and based on a novel by Mankowitz, its box office possibil rest in its simplicity and quiet ap The successful novel, adapted screening by W. P. Lipscomb, have some following here.

As the not-so-rich antique co tor, Finch devotes his life to loca the vase which he eventually abandoned in the attic of a cou house. Lacking funds for its chase, he resorts to several fina deals that ultimately bring him than enough money to acquire piece.

The story weakens at several p but there is lively dialogue and introduction of some comedy to s ulate interest. Finley Currie, as shrewd business agent, never fail make the most of a dull moment poignant wit.

Running time, 88 minutes. eral audience classification. For mediate release.

J.E.

All
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MOTION PICTURE DAILY

Concise
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). NO. 43 NEW YORK, U. S. A., MONDAY, MARCH 5, 1956 TEN CENTS

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COMPO

3 Points on Which
p May Re-Affiliate

val of Allied States Associa- embership in the Council of Picture Organizations may h three points, according to F. Myers, Allied general coun- a letter to COMPO's govern- mmittee—Al Lichtman, Sam and Robert W. Coyne— replied to COMPO's request ditions to be met before Al- ould rejoin the all-industry tion.

at score, Myers said that as a of discussions by the Allied in Cleveland, the following ould be "profitably explored" mittees representing COMPO ied:

Employment of a person of to serve as executive vice-

Continued on page 6)

AA Again Invited
ponsor Telecast
Academy Event

Motion Picture Association of a has been asked to sponsor 56 nominations and presenta- f the Academy of Motion Pic- rts and Sciences which would vised by the National Broad- Co. in early 1957, it was here at the weekend.

MPAA, as in previous years,

(Continued on page 2)

3-Year 'U' Pact
John O'Connor

ew three year contract between J. O'Connor, vice-president of sal, at a salary of $1,100 per and the company has been , it was disclosed here at the nd in supplementary report to curities and Exchange Commis-

supplementary report, issued

(Continued on page 2)

Coyne Answers Myers on Compo

Any formal reply to the letter written by Abram F. Myers, general counsel and board chairman of Allied States Association, in regard to that exhibitor group's reason for not renewing its membership in Council of Motion Picture Organizations will come from the COMPO governing or executive committees, Robert W. Coyne, COMPO co-chairman, said.

"As for myself, I wish to reiterate that the record proves that every one of Mr. Myers' charges is without foundation," Coyne said. "I set forth this record last Dec. 15 at a meeting of the COMPO executive committee and board of directors. The record is also known to national Allied's leaders. I am sorry they choose to ignore it."

Introduce New Tax Relief Bill

From THE DAILY Bureau

WASHINGTON, March 4.—Rep. Dempsey (D., New Mex.) and Rep. Holt (R., Calif.) have introduced a bill to exempt motion picture theatres from the Federal admission tax.

The tax now is 10 per cent on tickets costing more than 50 cents. The Dempsey and Holt bills are the second and third bills on the subject introduced within a week.

Earlier, Rep. Mason (R., Ill.) introduced a bill to exempt motion picture theatres from the tax. It's still likely, it is understood, for some

(Continued on page 2)

In Booklet Mailed to Exhibitors

Compo Stresses Need Of Tax Relief Now

Claims Present Tax Is Now Affecting the Larger Theatres As Well as the Smaller

The present "lessened Federal admission tax poses a greater threat today to the survival of the motion picture industry than the full 20 per cent tax did in the winter of 1953-54 before it was reduced," the Council of Motion Picture Organizations warned in a 32-page booklet mailed to theatremen across the nation at the weekend.

The booklet, titled "1956 Plan Book for Your Tax Relief Campaign," said "the reason for the seeming anomaly is that at last the tax has struck into the vitals of the larger theatres in the cities and towns. These are the theatres that have always returned the industry's greatest domestic revenue.

"It is upon the film rental from these theatres, plus the revenue obtained from foreign distribution, that the studios depend for the money with which to produce pictures," the booklet declared. "If anything happened to these theatres the principal

(Continued on page 7)

Elect Gehring 20th-Fox V-P

William C. Gehring has been elected a vice-president of 20th Century-Fox, it was announced by Spyros P. Skouras, president. Gehring will function as executive assistant to the president on all company and trade affairs. Gehring has held the post of executive assistant general sales manager for the company since 1952.

W. C. Gehring

Gehring is celebrating his 37th year with 20th Century-Fox, having served as branch manager, division

(Continued on page 2)

TOA Will Consider Executive Director At N.O. Meetings

Special to THE DAILY

NEW ORLEANS, March 4.—The board of directors and executive committee of Theatre Owners of America are expected to name an executive director for the national exhibitor association following careful consideration of the nominees and applicants for the post during the group's mid-

(Continued on page 6)

Television Today

IN THIS ISSUE **PAGE 8**

- **The J. Walter Thompson people are doing-it-themselves—in their own Television Workshop which is about to have a second birthday.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

ITOA Urges TOA to OK Arbitration Anew

Declaring that it is time for all of exhibition to recognize that voluntary arbitration is entitled to a trial in preference to continued legal wrangling, Harry Brandt, president of the Independent Theatre Owners Association, dispatched a telegram to the Theatre Owners of America board

(Continued on page 6)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York over the weekend from Hollywood.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., and EUGENE JACOBS, his assistant, will return to New York today from Boston.

•

DORIS KUCKMEISTER, secretary to ROGER LEWIS, United Artists national director of advertising-publicity, has left here for a vacation in upstate New York.

•

HAROLD J. MIRISCH and G. RALPH BRANTON, Allied Artists vice-presidents, arrived in New York over the weekend from the Coast.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Houston.

•

CHARLES CARPENTER, manager of Technicolor's New York office, left here by plane yesterday for Hollywood.

•

HARRY FELLERMAN, head of Universal's special sales division, will leave here today for St. Louis, Oklahoma City, Dallas and New Orleans.

•

DAVID O. SELZNICK left here on Saturday for Europe via B.O.A.C. Monarch.

•

DAVE CANTOR, of the RKO Radio exploitation department, is in Toronto today from New York.

•

ALFRED CROWN, Allied Artists vice-president, has returned to New York from the Coast.

•

RUBY ROSENBURG, Columbia Pictures production executive, will leave here today for London via B.O.A.C.

•

STANLEY RUBIN, producer-writer, will arrive in New York today from the Coast.

•

MELVIN WALD, screen writer, is in New York from the Coast.

•

ALEXANDER MACKENDRICK, British director, has left here for Hollywood.

ASCAP Office in Florida

The American Society of Authors, Composers and Publishers has opened a new office in Miami Beach under the direction of William J. Barzen, formerly Ascap manager in New Orleans.

New 'U' Pact for O'Connor

(*Continued from page 1*)

in connection with the company's annual prospectus on its outstanding warrants, stated that O'Connor's new contract commenced Jan. 1.

The report noted that as of Dec. 31, 1955, the company had outstanding warrants for the purchase of common stock as follows:

"Evidencing rights to purchase 13,883 shares of common stock of the company. These warrants constitute a portion of a series of warrants issued in 1936 evidencing rights to purchase an aggregate of 222,566 shares; and 208,683 thereof were exercised prior to Jan. 1, 1956. The company has aquired by purchase in the open market and now holds warrants to purchase 5,800 shares of its own common stock.

"Evidencing rights to purchase 21,780 shares of common stock of the company. These warrants were issued pursuant to certain agreements between the company and its officers; and 210,220 thereof were exercised prior to Jan. 1, 1956. The company has acquired, by purchase in the open market, and now holds warrants to purchase 19,687 shares of its own common stock."

Regarding the latter series of warrants, it is pointed out that they are exercisable at a cost of $10 per share on or before April 1.

The report broke down the gross film rental of the company for the 1955 fiscal year as follows: U. S., $42,730,316; Great Britain, $6,194,281; Canada, $3,281,280; Australasia, $1,914,884; and other foreign countries, $23,400,096. The total gross revenues, as previously reported, was $77,520,857.

Winikus to Paris to Set UA Promotion

Francis M. Winikus, executive assistant to United Artists vice president Max E. Youngstein, will set up offices in Paris, where he will supervise the company's production and pre-production promotion activities in Europe. Winikus sailed for Paris Saturday aboard the "Queen Elizabeth."

Richard E. Condon, formerly stationed in Paris as UA's coordinator of European publicity, has moved to Madrid to direct the pre-production and production publicity for Stanley Kramer's VistaVision film, "The Pride and the Passion," which will be filmed in Spain for UA release with Cary Grant, Frank Sinatra and Sophia Loren starred.

Winikus' Paris post is a further move in the expansion of United Artists' promotional activities around the world.

Last November, Alfred H. Tamarin was named global coordinator of production and pre-production activities. Tamarin also continues in his post as assistant national director of advertising, publicity and exploitation.

RCA Declares Two Quarterly Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable April 23 to holders of record on March 13, was announced by David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period April 1 to June 30, payable July 2 to holders of record on June 11.

FCC Gets Increase In Appropriations

Television Today..

WASHINGTON, Mar. 4.–The House Appropriations Committee voted the Federal Communications Commission a big increase in appropriations for the coming year, and told it to use the funds to reduce the backlog of pending applications for radio and TV licenses.

The committee voted the FCC $7,800,000 for the year starting July 1. This was $50,000 less than the FCC asked, but $930,000 more than it has this year.

"The increase," the committee said, "is to provide approximately 70 additional employes to reduce the backlogs in TV and radio and special services. The committee is very anxious to reduce the backlogs and have the commission become current, and doesn't want people who have filed applications to wait long periods of time through no fault of their own."

Funds were also voted to continue the FCC's study of radio and television networks. This study is expected to be completed during the coming year.

Rebook 'Roll'

DETROIT, March 4.–The Fox Theatre, which reported a three-day gross of $57,000 of "Rock 'n Roll," is going to try it again. This time it will be held the last week in May, and plans are to hold the show a full week.

Open Omaha Drive-ins

OMAHA, March 4.–The drive-in push will begin locally Friday with Bob Hoff opening his Airport Theatre. Skyview will follow on Wednesday.

MPAA Invit

(*Continued from page 1*)

has been given first crack at sp
ing the show, according t
Academy official, who said th
association has always "been
first refusal rights."

According to the Academy
the industry association has no
fied the "Oscar" group as to w
they will sponsor or refuse ag
have anything to do with th
cast.

Mrs. Herrick Conferring H

Meanwhile, Mrs. Margaret
of the Academy is currently
ring in New York with NBC-T
ducer Bill Kayden and his s
to the March 21 telecast of th
"Oscar" presentations. This
telecast, which is sponsored
Oldsmobile Division of Genera
tors, will originate at the RK
tages Theatre in Hollywood a
Century Theatre here. The 13
ute show will be telecast in
and-white.

Commenting on the recent
day evening telecast of the Ac
Award nominations, Mrs. Herri
that many theatre associations
terested parties had filed forma
plaints with the Academy as
Saturday evening show, whic
said to be harmful to exhibitio
ness. Mrs. Herrick said that th
sor of the telecast, through i
tract with the network, specifie
and where the show is to be t

Gehring Elected

(*Continued from page 1*)

manager and sales manager
his long tenure.

As Skouras' representative, i
pected he will continue to ac
spokesman for the company o
cies and plans as he has done
past.

Gehring entered the indus
1918 with Fox Film Corp. as a
clerk and ultimately became
manager in six key cities unti
when he shifted to Tiffany-St
Eastern division manager.
turned to Fox in 1931 as branc
ager in Cincinnati and subse
became Central division manag
sistant general sales manager a
ecutive assistant general sales
ager.

New Tax Bill

(*Continued from page 1*)

Democratic member of the Wa
Means Committee to introduce
near future the admission ta
bill that will be backed by
dustry. Dempsey and Holt
members of the committee; M
committee member, is a Repu
Industry strategists feel the in
should back a bill sponsored
Democratic member of the
mittee.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V
Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywoo
Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington.
London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world.
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Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a
a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered a
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under ~~the act of March 3, 1879.~~ Subscription rates per year, $6 in the Americas and $12 foreign; single cop

se Unit OK's Bill equire Advance ce of Mergers

rom THE DAILY Bureau

HINGTON, March 4. – A Judiciary subcommittee has d a bill to require large firms g to merge to give advance o the government.

bill is designed to strengthen vernment's power to block by giving it a chance to stop advance. At present, it is the government frequently learn about a merger until has happened, and then has time convincing a court to e merger undone.

ommittee chairman Celler (D., said the bill was approved ously by the subcommittee at he expected the full com- to approve it shortly.

ustice or FTC Could Act

r the bill, whenever the com- ssets of an acquiring firm and d firm exceed $10,000,000, ould have to notify the Federal Commission and Justice De- nt 90 days in advance. The could not take place during riod, and either Justice or the ould go to court and seek a ary injunction against the . The firms would have to sup- tain basic information immedi- the government, and the gov- t could request further in- ion to be filed within a 30-day

subcommittee vetoed a Justice ment request that the bill in- a $5,000 to $50,000 fine as for failure to give notice or the additional information.

. Museum Shows talgic Films

pecial series of motion pictures hting New York City's influ- n the film industry is now be- own at the Museum of the City w York. Classic films starring s stars of the silent screen, plus independent productions, will wn daily at the Museum. Ad- n is free.

March 10, films from Vitagraph iograph, pioneers in the indus- New York before the trek west, be shown. Three distinctive of one-reel comedies also will esented from Vitagraph.

uras May Visit ssia in Sept.

ros P. Skouras, 20th Century- resident, has scheduled a tenta- rip to the Soviet Union in Sep- r, according to a 20th-Fox sman.

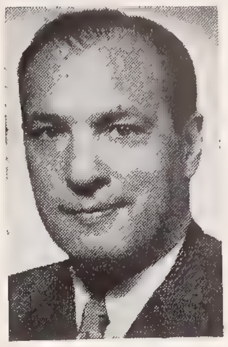
spokesman said that Skouras pplied for a visa for himself and ife and had tentative plans for p there, possibly in the fall. as' trip, if it does occur, will be rst to be made by a film company executive since the 1948 visit there of Eric Johnston, president of the Motion Picture Association.

Skouras has left for the Coast and is expected to remain there for about 10 days.

Rackmil and Goldenson Cited by 'Look'; Others Receive Magazine's Annual Awards

Milton R. Rackmil, president of Universal Pictures, and Leonard Goldenson, president of American Broadcasting-Paramount Theatres, have been named recipients of "Look" Magazine's awards for 1955. Rackmil will receive the industry achievement award and Goldenson will receive the exhibitor award. Both were slated to appear on the Ed Sullivan TV show last night.

Milton R. Rackmil



Leonard Goldenson

Other "Look" award winners were James Cagney, for his performance in "Love Me or Leave Me"; Susan Hayward for "I'll Cry Tomorrow"; Jack Lemmon for "Mister Roberts"; Jo Van Fleet for "East of Eden"; director Daniel Mann for "I'll Cry Tomorrow" and "The Rose Tattoo"; cameraman James Wong Howe, "The Rose Tattoo" and "Picnic"; writer Paddy Chayefsky and producer Harold Hecht for "Marty" and Bamlet L. Price, Jr., of UCLA for the best college produced film.

Citations for "newcomers" went to Anna Magnani for "The Rose Tattoo"; Fess Parker for "Davy Crockett" and Kim Novak for being selected as the "most promising female newcomer."

Wald in High Praise Of Cinema Editors

HOLLYWOOD, Mar. 4.–Cinema editors are "the magicians of the movie business," Jerry Wald, vice-president of Columbia Pictures and principal speaker at American Cinema Editors' sixth annual awards banquet, told 500 members of the film and television industries, press and civic leaders present to witness the presentation of awards to film editors nominated for the impending "Oscar" and "Emmy" awards.

Danny Thomas emceed the affair, held last night in the grand ballroom of the Beverly Hilton hotel. Joan Fontaine handled the presentations.

Set Drive-in Opening Dates in St. L. Area

ST. LOUIS, March 4.–Andy Dietz, general manager of Cooperative Theaters and Andy Dietz Enterprises, has announced the following opening dates for 1956 for drive-in theaters which his office services:

Home of the Stars, owned by Robert Capshaw, Chaffee, Mo., April 1; Vandalia Drive-in, Dr. D. O. Squires, Vandalia, Mo., April 6; Delta Drive-in, Geraldine Twitty and Earl Ferrell, Sikeston, Mo., March 3; East Prairie Drive-in, Geraldine Twitty and Earl Ferrell, East Prairie, Mo., March 10; Bebe Drive-in, Emil Bebemeyer, Centralia, Mo., April 1; Moto Vue Drive-in, W. T. Zimmerman, Warrenton, Mo., April 1; Auto-Scope, Clark Smith, LaCenter, Ky., April 1, and Arrow Drive-in, Woodrow Schmidt, Steeleville, Mo., April 1.

Actor Guild Protests CBS-AFTRA Pact

Television Today..

HOLLYWOOD, March 4.–The Screen Actors Guild tonight dispatched a letter to Columbia Broadcasting System board chairman William S. Paley and president Frank Stanton charging that the new agreement between CBS and the American Federation of Radio and Television Artists "constitutes a flagrant violation of the letter and spirit of all our agreements" and declaring "in order to avoid most serious controversy, we consider it imperative that a meeting be arranged between us immediately to discuss this matter."

The SAG letter asserts that the new CBS-AFTRA agreement "eliminates the present requirement of the AFTRA code that pre-recorded television programs, in order to come within the jurisdiction of AFTRA, must be by kinescope or similar device done in the manner of a live broadcast."

Although the SAG letter does not specifically mention visual tape recording, it is understood that jurisdictional problems which could arise when this impending development comes into general use are among the reasons underlying the guild's protest.

Complete Rights to PBM in WB Deal

Complete rights were said to have accrued to PRM, Inc., in its $21,000,000 deal with Warner Brothers under which it procured more than 750 feature films for TV.

Elliot Hyman, president of Associated Artists, who negotiated the deal for PRM, Inc., left for a Florida vacation immediately after the signing of the deal in Wilmington, Del., according to an Associated Artists spokesman.

Before departing Hyman was reported to have said that the deal includes copyright and literary rights, global theatrical reissue rights, in addition to filmed TV and live TV rights. It was reported that under the terms of the agreement, when the films from the library are reissued on the foreign market, Warner Brothers will be the distributor. WB officials could not be reached for comment at the weekend.

Goes on Record

MPIC Asks For Repeal of 10% Admission Tax

From THE DAILY Bureau

HOLLYWOOD, March 4. – The Motion Picture Industry Council, whose 10 constituent bodies embrace nearly the entire professional personnel in the production branch of the industry, went on record firmly over the weekend against the retention of the present admittance tax.

In a telegram, which was signed by president Ronald Reagan, the MPIC told all California Congressmen and Senators that "movies are California business. They have brought fame and millions to the state. As our representative, you must surely be concerned along with us about legislation that cuts into revenues and brings thousands of American theatres to the brink of bankruptcy.

Sees Theatres and Public Hurt

"Federal tax on admissions continues to be the margin between successful and unsuccessful theatre operation. While theatres are forced to spend tremendous sums to reconvert equipment in order to meet the competition of television, it is unhealthy and frequently disastrous to saddle them with a tax which increases admission prices, and in ratio, reduces audiences. The tax is unfair to the public as it is to theatre owners. We urge you to bend your best effort to repeal this discriminatory legislation."

'Threshold' Preview At N.M. Air Base

HOLLOMAN AIR FORCE BASE, N. M., March 4.–Headed by stars of 20th Century-Fox's "On the Threshold of Space," a celebrity and press party of 50 from Hollywood were the guests on Friday and Saturday of the U. S. Air Force for an exciting series of activities climaxed by a helicopter preview of the CinemaScope production at the base theatre yesterday.

Following a series of demonstrations of some of the Air Force's latest weapons, the guests were transported to the base theatre in helicopters for an advance view of the film portraying the work of the Air Force Air Research and Development Command.

The guests returned to Hollywood at the conclusion of the preview.

20th IS SHOWERING HITS IN APRIL!

DARRYL F

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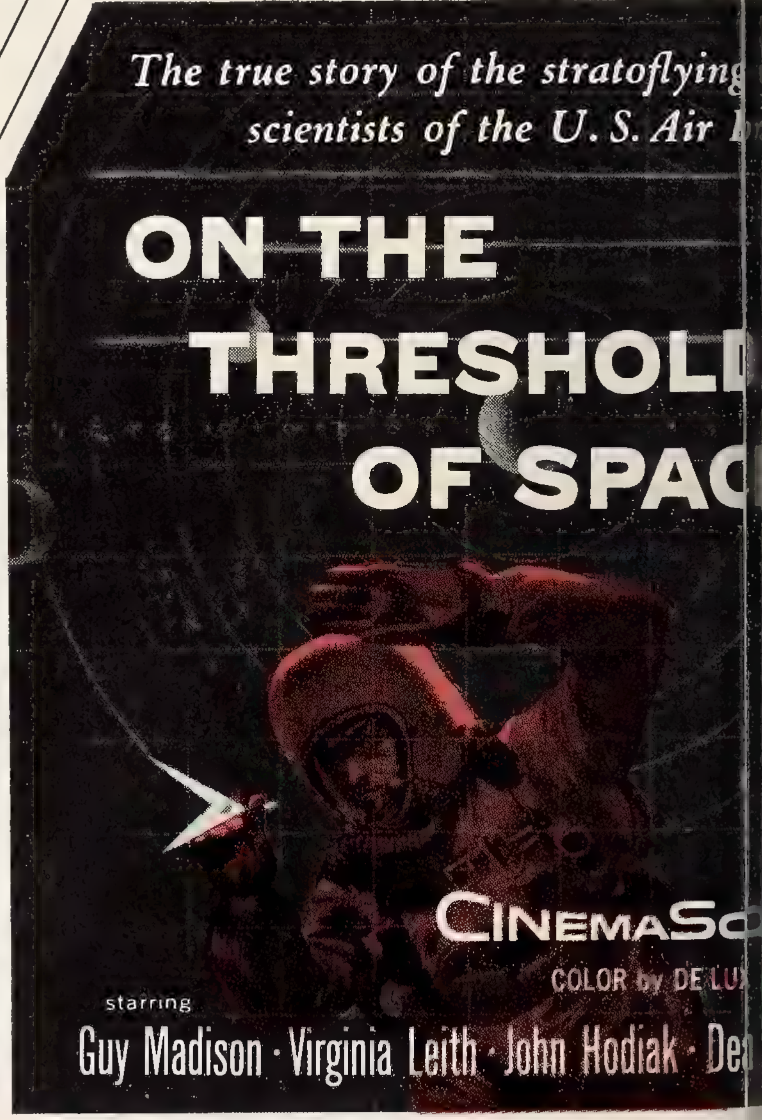


The true story of the stratoflying scientists of the U. S. Air

ON THE THRESHOLD OF SPAC

CINEMASC

COLOR by DE LU

starring

Guy Madison · Virginia Leith · John Hodiak · De

Produced by WILLIAM BLOOM · Associate Producer BARBARA McLEAN · Directed by ROBE
Written by SIMON WINCELBERG and FRANCIS COCKRELL

superb best-seller now a superlative motion picture with an outstanding cast!

GREGORY PECK · JENNIFER JONES · FREDRIC MARCH

COLOR by DE LUXE

CINEMASCOPE®

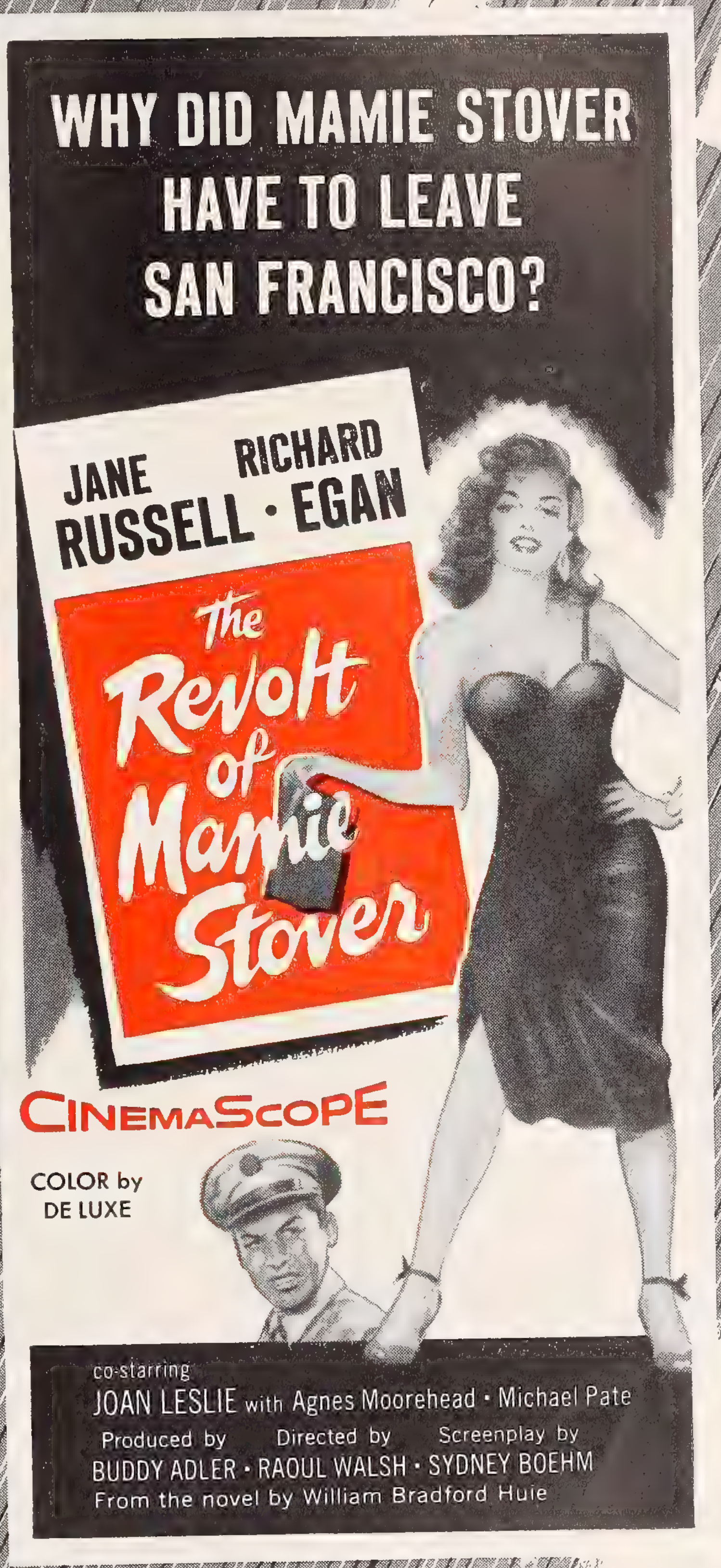
co-starring

MARISA PAVAN · LEE J. COBB

ANN HARDING · KEENAN WYNN

with GENE LOCKHART

Produced by
DARRYL F. ZANUCK
Written for the screen
and directed by
NUNNALLY JOHNSON
From the novel by
SLOAN WILSON



WHY DID MAMIE STOVER HAVE TO LEAVE SAN FRANCISCO?

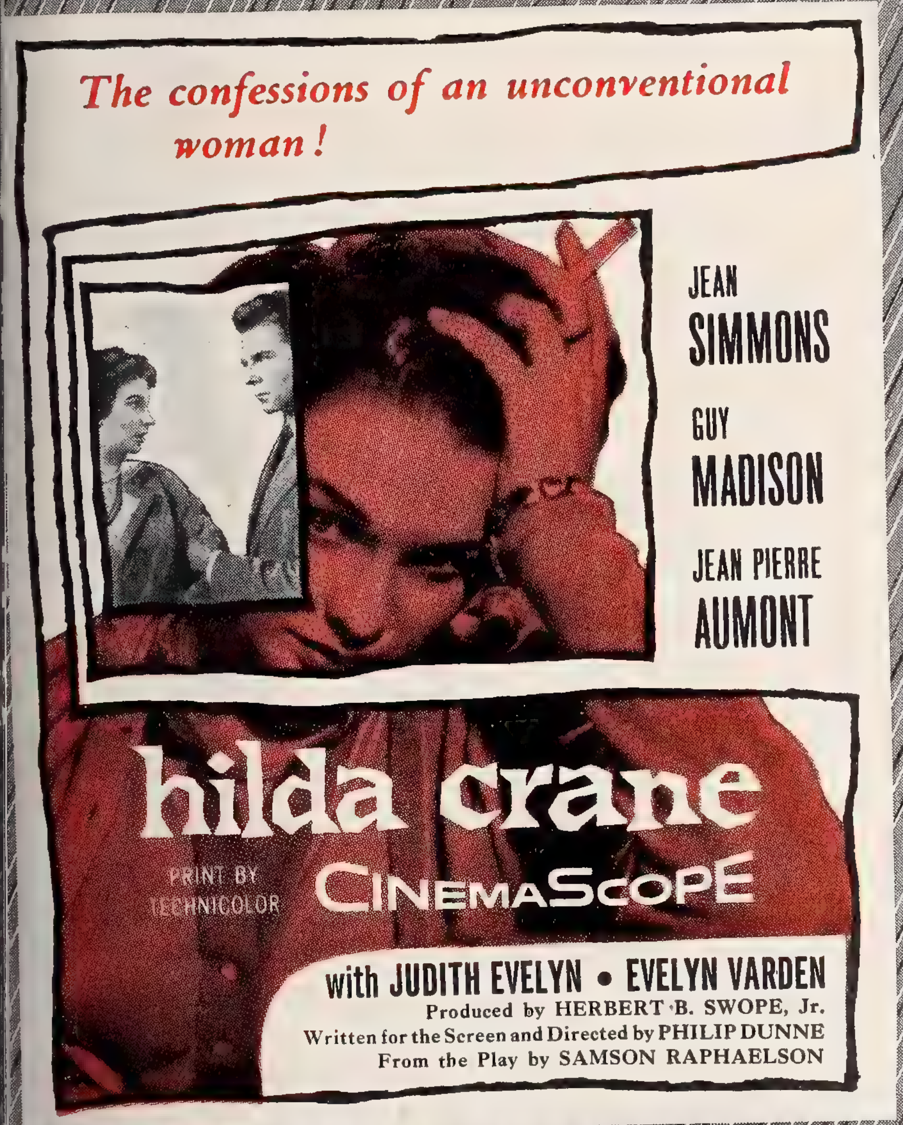
JANE RUSSELL · RICHARD EGAN

The Revolt of Mamie Stover

CINEMASCOPE

COLOR by
DE LUXE

co-starring
JOAN LESLIE with Agnes Moorehead · Michael Pate
Produced by · Directed by · Screenplay by
BUDDY ADLER · RAOUL WALSH · SYDNEY BOEHM
From the novel by William Bradford Huie



The confessions of an unconventional woman!

JEAN SIMMONS

GUY MADISON

JEAN PIERRE AUMONT

hilda crane

PRINT BY
TECHNICOLOR

CINEMASCOPE

with JUDITH EVELYN • EVELYN VARDEN
Produced by HERBERT B. SWOPE, Jr.
Written for the Screen and Directed by PHILIP DUNNE
From the Play by SAMSON RAPHAELSON

TOA at N.O.

(Continued from page 1)

winter meeting which started today at the Hotel Roosevelt here.

The meeting, which will last until late Tuesday and is being attended by some 80 theatremen from all parts of the nation, will be highlighted by a report by the TOA committee which met with the Department of Justice in late January following the presentation of two industry proposals jointly worked out with an Allied States Association committee.

Three Possibilities Named

In the running for the post of executive director of TOA are said to be several industry and non-industry executives, among them Pat McGee, Elmer Lux and Val Peterson. McGee recently resigned his post at Cooper Foundation Theatres in Denver and was succeeded by George Gaughan, former TOA field representative. Lux is a prominent Buffalo exhibitor who is active in civic affairs in that city and who has announced that he would meet with TOA heads. Peterson is currently Civil Defense Director.

Since the time that Gael Sullivan resigned as executive director, TOA has been without a principal full-time executive. It was said that TOA officers realize the burden that is placed on the shoulders of a president, and since that association's June, 1954, board meeting in Los Angeles, have been "searching to employ an industry coordinator" to perform a variety of functions and "to comprehend all matters relating to the exhibition, production and distribution of motion pictures and the financing thereof."

Selling Policies on Agenda

Action will also be taken by the TOA directors and executive committee on a varied agenda which includes testimony before the forthcoming Senate Small Business hearings, the status of arbitration and the recent alliance with Allied on divorced circuits engaging in production and distribution and the inclusion of film rentals and sales policies in an arbitration draft.

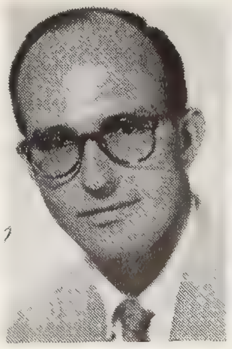
HAWAII HOLIDAY!

7 days—$469.50
from New York, plus tax,
including hotel and air fare

Fly United DC-7 Mainliners® for the fastest, most luxurious, service. Or fly United Air Coach with exclusive 2-abreast seating comfort.

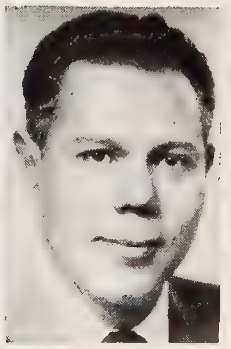
UNITED AIR LINES

Prominent at TOA's New Orleans Meetin



E. D. Martin

Myron Blank



Walter Reade, Jr.

Mitchell Wolfson

Herman Levy

Alfred St

Myers Gives Allied Views

(Continued from page 1)

president and perform the duties of that office as provided by the by-laws.

(2) More frequent meetings of the executive committee, and special meetings when warranted, with a written agenda to be circulated among the members at least 10 days in advance of every meeting.

(3) Specific authorization of all activities and projects other than office routine by the executive committee.

Stresses 'Federation' Characteristic

Continuing, Myers wrote:

"Allied men who were prominent in the formation of COMPO insist that that organzation, as its name implies, is a federation of motion picture organizations and not a group of individuals. It was formed to serve as an instrument through which the constituent bodies could cooperate in the field of public relations for the good of all. It was never contemplated that COMPO should impose its will on any member group. Yet with respect to Allied's appeal for help in the toll-TV crisis, Mr. Coyne is reported to have sought to create sentiment against the proposal before the COMPO executive committee could meet. And with respect to the dues collection and tax campaigns, COMPO's hired personnel actively supported those projects in the face of Allied's opposition and before a COMPO meeting could be held.

Cites 'Minute Entry'

"For his authority in initiating a dues collecting campaign, Mr. Coyne relies on a minute entry at the Nov. 15, 1954, COMPO meeting, but that meeting was mainly concerned with the demand that COMPO lend a hand in the toll-TV fight and the proposal for a top level conference on the state of the motion picture business. We do not question the accuracy of the minute entry, but the main problems provoked so much debate and occupied so much time that some of us who were present do not recall that the matter came up. But the fact that such a campaign was later launched on the basis of this pro forma entry, without prior notice to the member organizations and without COMPO's expenditures being carefully budgeted, illustrates the extent to which the control has passed out of the hands of those organizations and into the hands of COMPO's hired personnel.

Says Funds Were 'Squandered'

"It has been published and was well known that Allied was critical of the manner in which COMPO's funds were being squandered. Following the close of the successful 1954 tax campaign and before the audience poll project was taken on—a long period during which COMPO carried on no major undertaking—COMPO's expenses averaged in excess of $12,000 a month. That this was excessive was reflected through Allied's representative on the governing committee. But the management paid no attention to suggestions that the overhead be reduced so that funds would be available when needed. As a result of all this, and despite Allied's opposition to a dues campaign, Allied members are now being solicited to pay dues to COMPO, an organization of which Allied is no longer a member. . . .

"When it was proposed to issue a circular in connection with an earlier dues campaign, Allied called attention to the fact that in the prospectus the fund-raising campaign was tied directly to the effort to secure tax relief. This, Allied pointed out, raised a serious legal question and would in all probability make it impossible for contributors to deduct their contributions from the income tax.

Wants Members Warned

"This makes it incumbent upon Allied to issue a warning to its members that funds contributed to COMPO in view of this solicitation will not be deductible. Some units have notified their members not to pay at all because they no longer have confidence in COMPO under its present direction and management. But whether the regionals keep their hands off or actively oppose the collection, it is a far cry from the intendment of the founders that this overriding organiztion should be soliciting Allied members to disregard their leaders and participate in and contribute to projects which Allied has not approved."

ITOA Urges

(Continued from page 1)

meeting in New Orleans, urgin
association to reinstate its appr
the arbitration draft.

TOA representatives played
significant role in the preparat
the arbitration draft by the joi
hibitor-distributor committee
ITOA president stated, addin
TOA traditionally has oppose
ernment intervention and has
proponent of voluntary arbi
since its formation.

Urging TOA not to scuttle
prolonged efforts, which have
rowed the areas of disagreeme
tween distribution and exhi
Brandt emphasized that the hig
rentals and product shortage th
hibition has been experiencin
the direct results of divorce
competitive bidding, the elimi
of block booking and a lack of
try arbitration.

Sees Higher Rentals Resulti

"Insistence upon the arbitrat
film rentals will only serve to
vate the conditions brought ab
divorcement and result in even
film rentals and a film famine s
has never been known," Brandt

Pointing out that the ITOA
lone exhibitor organization sig
to the proposed arbitration dr
this time, Brandt said, "ITOA is
of its position in this matter. W
alone now, but we were alo
October, 1954, when ITOA wire
Department of Justice to per
former affiliated theatre circuit
tional Theatres, to enter prod
as a means of combatting the pr
shortage. We are convinced tha
arbitration plan, as written, fur
a sound basis for better industry
regulation and it can be broa
through experience. . . .

'Out of Drydock or Scuttle

"TOA has worked long and
for the establishment of intra-i
try machinery to settle trade dis
It is now in the position where i
the power to get arbitration o
drydock or scuttle it for several
to come. We are hopeful that it
continue its statesmanlike app
to industry problems and adv
the former," Brandt declared.

ompo Wants Tax Relief Now

(*Continued from page* 1)

· of studio sustenance would dry d there would be no more pic-’ it added.

istical “ammunition” was in-ated in the brochure to sup-the campaign for tax relief at ime.

the 19,200 theatres in the coun-,200 or 27.1 per cent are oper-in the red, and 5,700, or 29.6 ent, are doing only a little bet-an breaking even, according to OMPO pamphlet. “In brief,” amphlet continued, “10,900 of ation’s 19,200 theatres are in form of distress.”

Operating Costs Up 12%

ie theatres that feel the worst s of the tax today produce 80 ent of the industry’s domestic ue,” COMPO added, pointing dditionally that “since revision e admission tax in April, 1954, of theatre operation have risen r cent.”

ghlights of the pamphlet include ollowing:

der the title of “Right Time for paign Is Now,” the pamphlet “there is a much better chance ax revision now than there was e spring of 1954, when the tax ut.”

der the title of “Figures Tell tory,” statistical data points up plight” of theatres, pointing out is happening to “the tax-free res” and “the taxed theatres.” A in the tax-free bracket, the pamphlet contends, cannot raise their admissions to meet increased operating costs for fear of going above the 50 cent admission ceiling.

The pamphlet argues that “only $48,000,000 of the $80,000,000 annually now being collected for Federal admission taxes would be lost to the government if the tax were completely eliminated. The balance of $32,000,000 would return to the government through increased corporation taxes.”

COMPO’s figures, it was pointed out, were furnished by Sindlinger & Co., business analysts retained for the current tax campaign.

The pamphlet went on to note the numerous steps the industry has taken to meet “this crisis,” citing the huge investments in production, widescreen developments and the desire of some exhibitors and exhibitor organizations to get into production.

Won’t Ask Public Support

In this campaign, like the previous one, there will be no appeal of support to the public, the pamphlet notes. “The reason for this is the same as that in the last campaign; namely, that if tax relief is obtained, many theatres will have to keep the tax money to remain in business,” it states.

Exhibitors are urged to enlist the aid of local merchants and organized labor, in addition to other groups who would be aided by the elimination of the tax.

IEW:

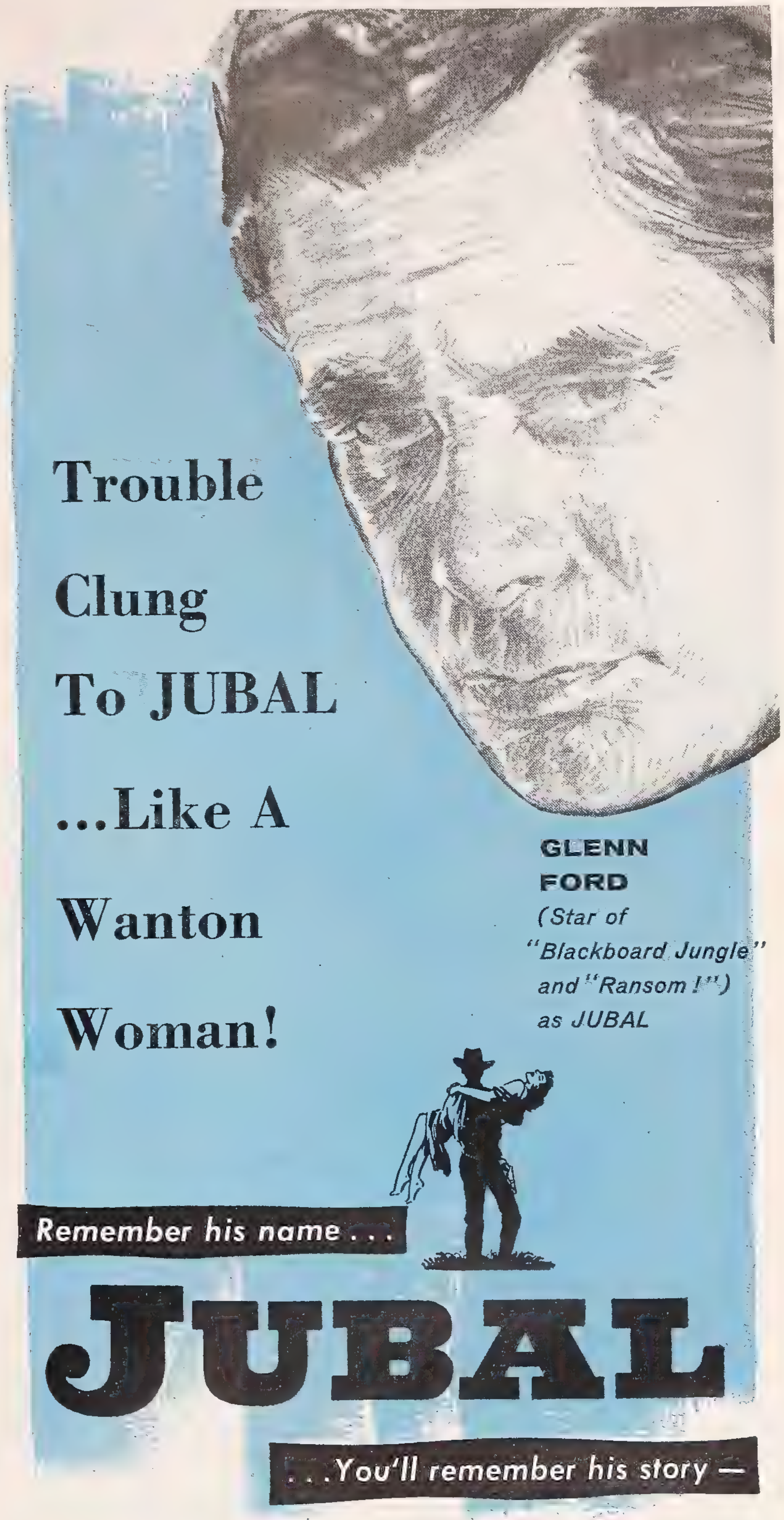
The Threshold of Space

Century-Fox—CinemaScope

USING, absorbing bit of science entertainment, which is loaded with y suspenseful events, is 20th Century-Fox’s CinemaScope and color eLuxe production of “On The Threshold of Space,” a film about nen of the United States Air Force and the risks which they assume sting equipment that explores new frontiers of speed and altitude. iences are sure to highly approve of the special effects in this produc- especially when the late John Hodiak makes a “sled run” to simu-the effects of a pilot bailing out of a jet at supersonic speeds, the nward seat ejection tests and balloon ascensions.

esides Hodiak, this picture also presents Guy Madison and Virginia h, as the romantic interests, and Dean Jagger, as the top marquee nes.” Exhibitors should attain good results with “On The Threshold pace” as it has top production values, excellent color photography, ls and suspense values at their hottest, and a story which is timely. he story centers about Hodiak and Madison, both young Air Force ors who seek answers to many problems confronting jet flyers. Madi-portrays the rugged lad who volunteers for all tests—a thrill-crazy dstander, while Hodiak is the more sincere and authoritative major also gets his “day in the sun,” his being a ride on the rocket powered l run.” Jagger gives his usual splendid performance in the role of elderly doctor-scientist.

xcellent support is given to the principals by such characters as ter Coy, a daredevil officer; Warren Stevens, Donald Murphy, Mar-Milner, King Calder, Ken Clark and Barry Coe, many of whom have ty roles. William Bloom produced this picture and Robert D. Webb cted from a screenplay by Simon Wincelberg and Francis Cockrell. unning time, 96 minutes. General classification. For release in ch.



—*the way you remember*

Columbia's "THE MAN FROM LARAMIE"

CINEMASCOPE

COLOR BY

TECHNICOLOR

Glenn Ford · Ernest Borgnine · Rod Steiger... in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Monopoly?

▶ The bugaboo of Monopoly has raised its unhappy head in the direction of the television industry, as last week a Senate committee was told of certain TV practices coming in for sharp scrutiny by the Department of Justice, according to the anti-trust chief, Stanley N. Barnes, who, by the way, is awaiting Senate approval of his nomination by the President to a Federal Judgeship in California. Attempts to force their own programs on sponsors by networks; the licensing of feature films to TV stations *en bloc*, violative of the Paramount case Consent Decree in the film industry, and presumably likewise in TV; and TV wrestling, since Mr. Barnes says complaints are that the use of arenas for wrestling on TV are sometimes conditioned on the hiring of certain managers. A "must buy" policy where a sponsor must contract for a certain number of stations also was cited. As was inevitable, TV has come under the executive and legislative probing eye.

Programming

▶ Program-wise, tonight should be unusually interesting. Mutual's New York flagship station, WOR-TV, premieres on its local Million Dollar Movie the first of its recently acquired package of RKO films. The picture is the phenomenal 1933-vintage "King Kong," which backed by a precedent-making TV campaign several years ago, cleaned up a theatrical reissue gross of $4,000,000. Also tonight, NBC-TV's Producers' Showcase will present a truly spectacular cast in a 90-minute, live adaptation of Shaw's "Caesar and Cleopatra." The angle here is that this live "Caesar" follows by just 24 hours the presentation last night of part one of the elaborate 1946 British film adaptation of the Shaw work on ABC-TV's Famous Film Festival. It offers an unusual opportunity to study the live-versus-film controversy under fairly similar circumstances.

SCORE TO DATE

Since the middle of last December, when Matthew Fox acquired the RKO Radio Pictures film library for his C & C Super Corporation, a staggering number of Hollywood features have been made available to television. The largest single deal, of course, was that announced Friday by Warners and Eliot Hyman, and Mr. Hyman reportedly is looking for still more libraries. The following is a box score on the companies and the announced number of feature films they have turned television's way in a scant two and one-half months:

Allied Artists	26
Columbia Pictures	104
Republic	76
RKO Radio	740
Selznick	10
Warners	850
TOTAL	1,806

Wide Wide World

▶ NBC-TV's Wide Wide World, which has been attracting some adverse comment from the lay press relating to the manner by which some of WWW's locations are picked, to the growing evidence of civic press agentry and to the sharing of "remote" expenses by WWW and chosen subjects, has nevertheless won a well deserved honor. Kinescope recordings of the 1955-56 series have been accepted by the Library of Congress in Washington for its permanent collection, the first such assemblage of an entire series of live shows to be admitted to the Library.

Foretaste

▶ The television networks, which knocked themselves out trying to get the fraction-of-a-second beat on their competitors in reporting President Eisenhower's decision last Wednesday morning, later that evening received a strong foretaste of what the coming political campaign is going to do to programming—and in terms they can easily understand, dollars and cents. The President's 20-minute chat to the nation knocked off CBS-TV's full-hour U. S. Steel Show, so that network stands to lose something in the neighborhood of $100,000. NBC-TV, whose half-hour This Is Your Life was superseded by Ike, figures it will be out about $80,000; of the three networks, ABC-TV suffered the least. Its Wednesday Night Fights, originally scheduled to go on at 10 P.M., EST, simply were delayed a half-hour so that the only extra expenses involved were operating and line clearance costs. The Voice of America, incidentally, had Ike's decision on the air, beamed toward the Iron Curtain, within eight minutes of his press conference announcement. Asked one jaded newsman, whose vocabulary had been scrubbed: For goodness sakes, what was the delay?

Equal Time

▶ Twenty-five United States Senators, including majority and minority leaders, have tackled at least one phase of the equal time controversy. Last week they introduced a bill that would bar from free-and-equal-time provisions presidential and vice-presidential nominees those parties which had not po at least four per cent of the to national vote in the preceding tional election, or which had gathered on nominating petiti at least one per cent of the to popular vote in the preceding e tion. More discussion on this be expected.

For the Kids

▶ The values of television grams of specific nature in direction of tending to combat dencies toward juvenile delinqu cy have been clearly demonstra in the past. Last week was viewed another such, which clea should have important values. F duced by RCA Recorded Prog Services, the half-hour fil shows, available in color and bl and white, are titled Junior Sp

(*Continued on opposite page*

In Our View

AS WE move deeply into this election year of 195 Television faces once again a serious problem that of public service vs. freedom of expressio in a communications medium.

It is a fine and difficult tightrope which Televisio perforce must negotiate in this brittle situation, but on which must be handled with skill and diplomatic finesse if TV as such, and specific networks, in particular, ar not to emerge from the fracas minus a limb of good will or with a severely blackened public relations eye The difficulty stems basically from the perhaps unfortunate (who knows?) circumstance which gives television unit no provision for what might be describe as an editorial page—or editorial screen, if you will.

To put it baldly and bluntly, nobody wants television's opinion about election matters, candidates and the like. Time, of course, is a commodity which th network has for sale, to anyone who can pay the pric and who meets basic requirements designated by law But in addition to that, there is the matter of the fre time. Care must be taken to prevent an accusation o partiality, or bias being leveled at the network or station in the alloting of free or sponsored time. Shar and share alike is a policy which must be followed.

The industry, before this, has demonstrated its ability to handle potentially troublesome public relations situations intelligently. The responsible executives concerned will not fail to handle this situation in th best interests of the industry.

—Charles S. Aaronso

POTLIGHT

ntinued)

e, and feature leading figures sports world. It is a kind of g-on-TV for youngsters, the ield in the Madison Square Club in New York, with the es' Phil Rizzuto as National smaster. It is a combination how, general meeting of kids, emonstration by leading ath- of various sports skills. Paul is producer, Jerome Schnur rector. Youth clubs the nation could cooperate and partici- and it looks like an extremely et for local sponsorship, with production values and a and effective idea.

ball Schedule

S announces that it is in ss of corralling the 12 mem- teams of the professional nal Football League for a ule of Sunday afternoon game sts next Fall. The network dy has agreements with the York Football Giants and the Francisco 49ers to broadcast home and away-from-home s, and is busy lining up the 10 member teams. The sea- will run from September 30 gh December 16.

eball Salute

is right and inevitable that ball should be the subject of acular. And April 15, Sunday diately prior to the opening nother season, NBC-TV will the show, produced by Alan lley in cooperation with Base- Commissioner Ford C. Frick. ination will be from New York Hollywood, live and on film, baseball greats of yesterday today seen and pictured. It's ht good idea—if it's done well.

h of a Baby

ne National Broadcasting Com- and Batten, Barton, Durstine Osborn have announced their ; financial sponsorship of a ue research project to study birth and development of the that is color television. The y, to be known as ColorTown, focus on an average, medium- l American city and will com- e two surveys each year with probability sample" panel of families.

Location

nited World Films, TV com- cial and industrial film subsid- of Universal Pictures, is following in the footsteps of the theatrical feature film producers who find that all the world's a stage. George Boyle, vice-president in charge of West Coast production, reports that last month the company shot five one-minute commercials in New Orleans and another five in Yosemite National Park for Falstaff beer. In the interests of the DeSoto account, cameramen and crews journeyed to Florida.

EVISION TODAY—Editorial Director: rles S. Aaronson; Eastern Editors: y Herman, Vincent Canby; Holly- d: William R. Weaver, Samuel D. s; Washington: J. A. Otten; London: r Burnup; Photo Editor: Floyd E. e.

Around the Corner

► The announcement last week by RCA of its new 22-pound, eight and one-half-inch TV receiver, "portable" about the house and any place where there is an electric outlet, means the day is just around the corner when a truly portable TV set will be showing up in quantity at the beach, in the canoe and other comparatively remote places where the portable radio now has the exclusive franchise. The new RCA "Personal" comes in three decorator colors with matching carrying handle and will retail at about $125.

Progress

► Growth and progress are happily reported in sales results for the month of January by NBC-owned stations, according to Charles R. Denny, vice-president of NBC Owned Stations and NBC Spot Sales. Increases were marked straight across the country, says Mr. Denny, and in radio as well as television. The gains ranged from 22 per cent to 74 per cent, with a few sales records achieved en route.

CHICAGO

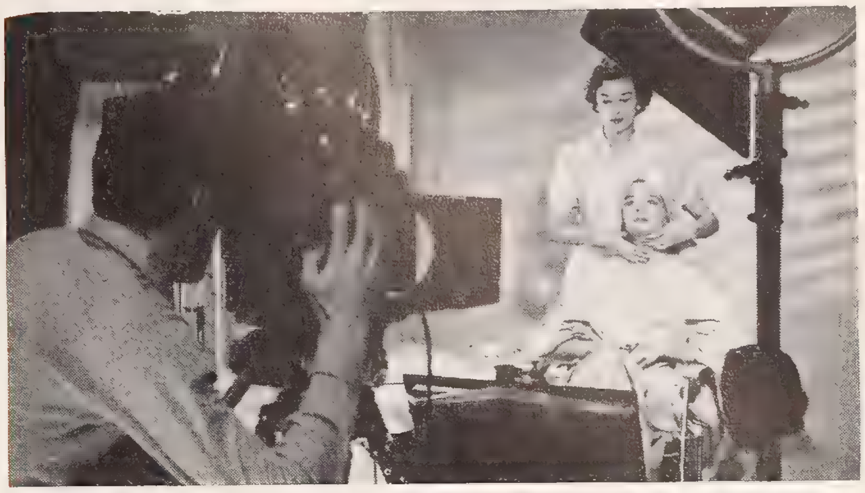
CHICAGO: CBS expects to have studio facilities ready for telecasting in the reconstructed Chicago Arena in March, according to James Beloungy, chief construction engineer. The total project, which will cost between $5,500,000 and $6,000,000 includes TV and radio studios and more than 200 offices, besides a large operational area, on three floors.

Mr. Beloungy said the TV studios will be as well equipped as any theatre and as large as is practical for telecasting. The largest will accommodate an audience of 240. The studios are designed for eventual color TV originations.

KLING Film Productions has launched an extensive remodeling program, including a new hi-fidelity sound system, a newly equipped screening room, new kitchen and property rooms, additional modern equipment for projection and animation, and air conditioning for the offices.

FILMACK is constructing a live TV stage at its plant, increasing electrical capacity from 200 to 800 amperes.

AGENCY'S "WORKSHOP" A SERVICE—PLUS DEVICE



Filming an audition of a potential Ponds model at the J. Walter Thompson Television Workshop.

THIS IS THE AGE of do-it-yourself, everything from the construction of a sail boat, through the making of an All-American pizza to inexpensive psychoanalysis, all in the privacy and convenience of one's own bailiwick. It seems not so odd, then, that one of the nation's leading advertising agencies should be doing-it-themselves, specifically with their own closed circuit television workshop.

The agency is J. Walter Thompson which, next month, will be marking the second birthday of their unique service. The workshop, designed as a proving ground to insure the quality of television commercials, represents an initial investment of upward of $50,000, plus the sizable boodle it takes to maintain. It has, however, in the words of the business manager of the TV film department, Fred Raphael, more than paid its way.

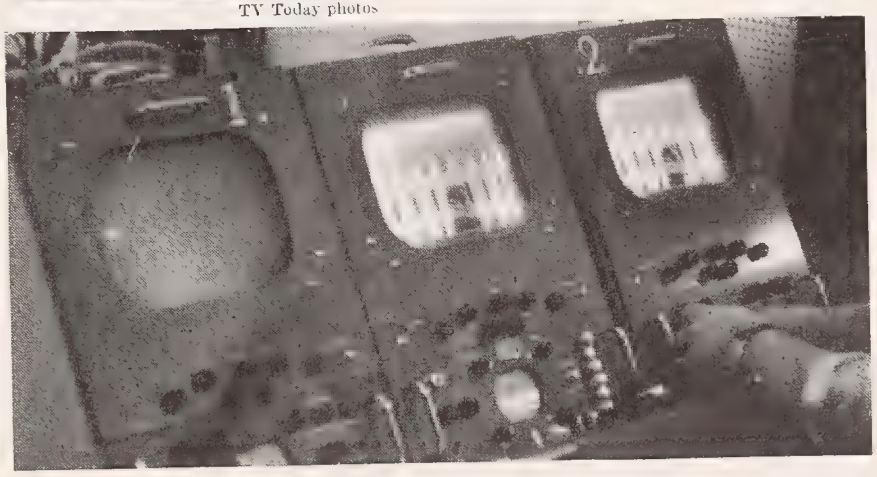
The setup briefly is this: a small-scale TV studio at 480 Lexington Avenue, equipped with two TV cameras, two motion picture sound cameras, projectors, cutting and editing rooms, and, of course, a coaxial cable running two blocks south to monitors set up in headquarters at 420 Lexington.

Within the last eight months more than 20 clients and twice as many products have used the facilities. What doing? Ironing out the kinks in projected commercials, both live and film, under the eyes of the interested agency men and before the commercial itself is turned over to the non-agency producers.

It saves time. And it cuts the kind of unnecessary TV production costs that can double or triple just because a lovely model can't hold a Florida grapefruit properly. (Models can be auditioned on-camera and sent on as part of the agency's order to the commercial TV producer, which order, as often as not, might include a home-made agency kinescope to guide the producer.) Historically, it was at the workshop that Scott Tissues apple-dunking test was evolved. Trial and error, as in all precedent-making achievements, was the course followed. Any chance of JWT going into actual production? No. They just want to save money and improve quality. Production's not a service. V. C.

Phil Schultz, left who, with Ted Bird and Frank Adamo, runs the workshop. Checking the monitors, below. The workshop's facilities cover almost every phase of TV production.

TV Today photos



Passing in Review

THE PLEASURES WERE ALL SMALL ONES on television last week, but even if they had been large, they still would have been dominated by the dramatic performance Wednesday night of Washington's most famous non-professional. This coverage was excellent, and was in way of being an exciting trailer for the political campaign to come.

NBC-TV's Conversation series (Sunday, February 26) presented one of its more fascinating programs, a filmed interview with Madame Wanda Landowska, the brilliant harpsichordist whose expressive face might well have been her fortune if the harpsichord had not. Also comparatively long-hair Sunday, but no less delightful, was Agnes DeMille's treatise on "The Dance," offered by CBS-TV's Omnibus.

Being in Europe, Bob Hope continued his international revue format on NBC-TV Tuesday night, but the resulting film show left quite a bit to be desired. It seemed to be bits and snatches, sliced up and put back together by film editor and sound recorder, which, of course, it was. Horton Foote's first drama in some time, "Flight," on NBC-TV's Playwrights '56 Tuesday night, may have been a little sudsy, but it also was an all-too-infrequent example of a style and manner of writing that are television's own. A glance at ABC-TV's Masquerade Party Wednesday night brought the comment from one of the nation's multi-million televiewers to the effect that even without the elaborate masks, she would have been unable to identify any of the so-called mystery guests, with the possible exception of Betty Furness, but Betty Furness lives on her block. Elsewhere in the week:

THE CRUSADER, "Man of Medicine." CBS-TV, ½ Hour, 9 P.M., EST, Friday, February 24, 1956. Film. For R. J. Reynolds Tobacco Co., for Camels.

This continuing series features Brian Keith as the American whose mission in life is assisting those who are persecuted by the forces of dictation abroad. In this subject, which maintains the notably high quality of the series generally, Keith, briefly visiting the United States, comes again to the aid of an elderly couple he had befriended abroad. The man is a physician, and for reasons not too clear except his origin, becomes the victim of small town prejudice. He displays courage in the face of this new adversity, and emerges a potentially fine, respected member of his new community. Unusually good performances are offered by Ludwig Stossel and Irene Seidner as the doctor and his wife. Richard Lewis produced.

MAX LIEBMAN PRESENTS: "Panorama," NBC-TV, 1½ Hours, 7:30 P.M., EST, Sunday, February 26, 1956. Live, compatible color, from New York. For U.S. Rubber, Lewis-Howe, American Radiator, Maybelline.

There was enough talent and razzle dazzle for several spectaculars in Max Liebman's "Panorama," the other night, but only enough material for about 40 minutes of worthwhile viewing. This points up the special hurdle to be cleared by the 90-minute spectacular. Any self-respecting 60-minute show having 40 minutes of top material would be considered an unrelieved joy. Bucking the Palace tradition, "Panorama" presented most of its high points in the early part of the program. These included Imogene Coca's brief parody of the contents of a Hollywood film clip, her shrewd and wonderful analysis of a Hollywood star in the course of an interview, and co-star Tony Randall's takeoff on the introductions or come-ons of various TV shows. There were in these moments a fresh and funny point of view. On the other side, the entire show suffered from a sameness in pace and lack of contrast in performers, all the more surprising in view of Mr. Liebman's remarkable reputation as a showman. Bill Hobin was associate producer-director; William Friedberg and Neil Simon, writers, and James Starbuck the choreographer.

STUDIO ONE: "Always Welcome," CBS-TV, 1 Hour, 10 P.M., EST, Monday, February 27, 1956. Live, from New York. For Westinghouse.

It may be true that everybody has a first act and part of a second act in him/her; but it's the all-important third act that tells the story. "Always Welcome," adapted by Peggy Phillips from a play by Jeanette Kamins, was charming and appealing one act and one-half about a childless widow who has spent her life raising homeless children. The plot thickened when she became stumped by one particularly maladjusted little boy, and went to pieces completely in the denouement which sketched that child's rehabilitation. It then became clear that charming as they were, those early moments had been out of focus, necessitating arbitrary changes in the emotional balance to make it all come out even at the end. Mildred Natwick headed the excellent cast, including Pat DeSimone as the malcontent and Malcolm Broderick and Judy Sanford as two of the other boarders. Felix Jackson produced and William H. Brown directed. The settings and camera work were fine.

ANTARCTICA—THE THIRD WORLD, NBC-TV, 1 Hour, 4 P.M., EST, Sunday, February 26, 1956. Film, compatible color. Unsponsored.

What started off to be simply an interesting, unusually well-photographed record of the current British and American expeditions to the South Pole became, by accident, a thrilling and unique documentary. The accident was cameraman Bill Hartigan's—a "popped" knee cartilege left him stranded alone at a makeshift camp in what must be one of the world's most awesome areas. Mr. Hartigan's photographic-oral report on that incident was journalism at its best. The other portions of the film were less spectacular but always engrossing. The quality of the tography (seen in black-white) and of the on-the- sound recordings were excel Reuben Frank produced unde direction of Joseph O. Me Constantine S. Gochis was editor.

STAR STAGE, "Career." NBC ½ Hour, 9:30 P.M., EST, Fr February 24, 1956. Film. Campbell's Soups and Pond'

A fine actress, Greer Ga brings her high level talents to rather trite script, concerning Hollywood star, who, seekin new promotional approach, u takes to portray the "mother, adopting a child. The plan w she and her agent and pub concoct backfires when the turns out to be human, an search of affection, instead convenient "prop," and when star finds an unoccupied sp her heart into which the eventually fits quite neatly. L Bennett is effective as the ad child. Frederic Brady's scri made more credible by reaso the performances. Sid Lanfiel rected and Alan Miller pro for Review Productions, Inc.

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A Complete Motion Picture Lab
Serving the Industry
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HOLLYWOOD

HOLLYWOOD: There will only be room for approximately 24 of the 40 "Emmy" categories to be aired over NBC-TV on awards night, March 17, according to ***William Kayden,*** producer of the show. The rest of the national awards will be announced via closed circuit, immediately following the telecast, to members of ATAS attending the presentation banquets on both coasts. . . . KRCA led the Los Angeles local station award possibilities in the seven categories with 12 nominees. KTTV ran a close second with 10. The rest scored as follows: KNXT, seven; KTLA, three; KHJ-TV, two; KABC-TV, one; KCOP, one. The local award winners will undoubtedly capture the eye of national spot buyers.

◆

Lawrence Welk will have an audience for his dress rehearsal as well when he fills another date to originate the ABC-TV show from the east next month. Too many ticket requests make it necessary. . . . ***Danny Thomas*** is back at Motion Picture Center to resume shooting of "Make Room for Daddy," after a needed week's vacation. . . . A sample of the ***Sam Bischoff-Dave Diamond*** new film series, "Father Duffy of Hell's Kitchen," was completed at Desilu, and is now in the lap of the sponsors. . . . ***Robert W. Sarnoff*** became acquainted with the west coast press for the first time last week, since he became president of NBC.

◆

Jack L. Warner and ***William T. Orr,*** his executive producer on "Warner Bros. Presents," have announced that telefilm producti the series is hitting a peak, 12 writers currently on the bank lot working on such as "Cheyenne," "Casablanca" other dramas which are tel every Tuesday night over ABC-TV network. Accordin Mr. Warner, completion of scripts in work will wind up the series' 39 projected dra with two "Cheyenne" episode to be assigned. The writers ***William Templeton, Muriel Bolton, Nelson Gidding, Fred B Malvin Wald, Jack Jacobs, Laird, Norman Jolley, Donn ally, Douglas Heyes, James*** and ***Dean Riesner.***

—SAMUEL D. BE

Who's Whe

RALPH ELLIS has been n general manager of Fremant Canada, TV program distri with offices in Toronto. He formerly sales manager for National Film Board of Cana New York.

LARRY RACIES of CBS New has succeeded **ROY EDWARD** Universal Newsreel as pres of the Radio-Newsreel-Telev Working Press Association. chairman of the board of g nors is **LOU HUTT** of Param News.

JAMES THRASH has been a pointed an account executive CBS Television Spot Sales, announced by **CLARK GEO** general sales manager. Mr. Th will be assigned to Atlanta u **H. H. HOLTSHOUSER.**

LEVISION
BRITAIN

DON: "Live" music has re-
ed to the BBC television ser-
For nine days a musicians'
ott forced the corporation to
ovise with records, pianists,
d-rate artists. Several shows
cancelled and at one time the
e threatened to spread to the
icians' and artists' unions.
wever, after two days of talks
basis for settlement" was
hed between the corporation
musicians' union. The dispute
come about because the musi-
s wanted fees and hours in line
those negotiated with com-
ial TV. So Britain's first TV
e ends in, at least, a tempo-
truce and it's back to normal
e BBC.

CE July, 1954, the BBC and
programme contractors have
authorised to spend £1,333,-
on American TV material. No
ise ceiling has been fixed but
Chancellor of the Exchequer is
hing the position.
ese facts were given to Parlia-
t by Sir Edward Boyle, Eco-
ic Secretary to the Treasury.
vas replying to a Labour M.P.'s
plaint that the Treasury should
greater attention to the fact
a very large proportion of re-
ed material on commercial TV
being bought from the United
es. Was not this a breach of
Television Act and a wastage
lollars? asked the M.P.

TAIN has scored a notable
ess in the battle for the Aus-
ian television market, contested
Continental and American in-
sts.
ollowing a contract announced
ugust for the supply of all the
smitting and aerial equipment
the two Australian Govern-
t-controlled television stations,
coni's Wireless Telegraph Co.
states that two further large
rs have been received.

LOWING the recent warning
xhibitors that they would boy-
renters and producers if they
nitted films to be televised
es a surprise announcement
n Television Programme Dis-
utors. Vernon Burns, manag-
director, says he plans to re-
e to British TV at least 50
ure films—American and Brit-
—most of them post-war prod-

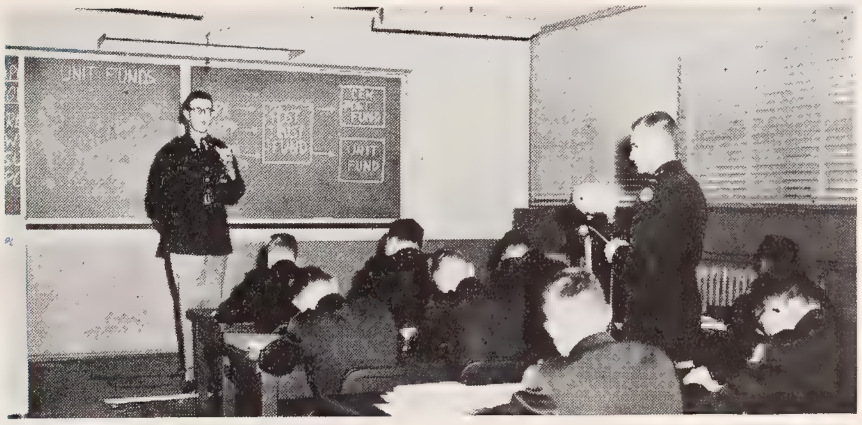
—*WILLIAM PAY*

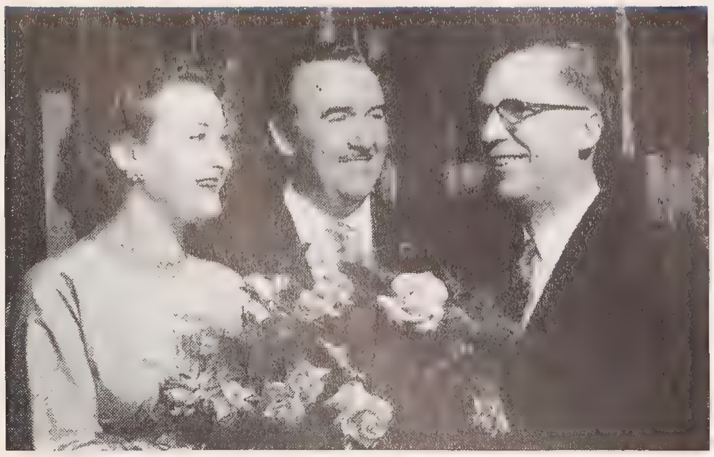
T. V. FEATURE DISTRIBUTORS

opportunity to complete or improve
r package. Two features, both released
major companies, available immedi-
ly under equitable arrangement.
BOX 35, MOTION PICTURE DAILY,
70 Sixth Ave., New York 20.

THE HONOR to present . . . Lucille Ball receives in Hollywood from our Harold Bostwick the Television Today-Fame Critics' Poll Award of Achievement as Best Comedienne.

THE ARMY . . . it uses a portable five-pound TV Camera at the Signal Officers' Basic Course, Fort Monmouth, New Jersey. Several separated class-rooms were instructed simultaneously.





FLOWERS for the Fosters, Preston and Sheila, from Oregon Governor Elmo Smith, in a Portland "Cap'n John" promotion: Waterfront Day (KPTV's "Waterfront" series).

THE PERSONAL TOUCH. Cecil Trigg, president and general manager of KOSA-TV, Odessa, Tex., puts a wrench to mount bolts for the 752-foot transmitter he's building. With him, chief engineer Bill Shock, and construction executive Ben Marak.

The Show-Makers

Brian Aherne *will star in "The Sacred Trust" on "Crossroads" Friday, March 16 on ABC-TV.* ***George Bruce*** *wrote the drama and* ***Ralph Murphy*** *directed.*

◆

Brian Sullivan *and* ***Ray Middleton*** *have been added to the all-star lineup for "Springtime, U.S.A.," special, hour-long cavalcade of American history in music and song to be presented by "The Voice of Firestone" Monday, March 19 over ABC.* ***Helen Hayes*** *will be narrator for the special program.* ***Howard Barlow*** *and* ***Fred Heider*** *will be conductor and producer, respectively.*

◆

Minerva Urecal *and* ***Walter Sande*** *will star in the new Television Programs of America series, "Tugboat Annie," set to go into production this week.* ***Edward Small*** *is chairman of TPA.* ***Leon Fromkess*** *will be executive producer and* ***Charles Barton*** *will direct the series, written by* ***Lou Derman*** *and* ***Ben Starr.***

◆

Hurd Hatfield, Philip Coolidge *and* ***Mildred Natwick*** *are featured in "The Perfect Murder," on Alfred Hitchcock presents, Sunday, March 11 on CBS-TV. The story is by* ***Stacy Aumonier*** *and the teleplay by* ***Victor Wolfson. Robert Stevens*** *is the director and* ***Reggie Lanning*** *the cameraman.*

◆

Katharine Cornell *will make her TV dramatic debut in a "live" colorcast of "The Barretts of Wimpole Street" on NBC-TV's Producers Showcase April 2.*

◆

James Whitmore, Priscilla Gillette *and* ***Jacques Aubuchon*** *star in "A Favor for Sam," on Studio One, Monday, March 5 on CBS-TV* ***Michael Strong, Don Gordon*** *and* ***Woodrow Parfrey*** *are featured. The teleplay was adapted by* ***William M. Altman*** *from a story by* ***John*** *and* ***Ward Hawkins. Felix Jackson*** *produces and* ***Paul Nickell*** *directs.*

◆

S. Mark Smith, *who has been editorial supervisor of the Maurice Evans Spectaculars, on NBC-TV, has been named producer of the Star Stage series on NBC-TV, Friday evenings. Mr. Smith has signed* ***Art Carney*** *to appear "live" on Star Stage's "The Man Who Was Irresistible to Women" March 16.* ***Jack Smight*** *will direct the show.*

◆

Arthur M. "Bud" Ehrlich *has been appointed associate producer of NBC-TV's Home program by producer* ***Ted Rogers.*** *In his new position, Mr. Ehrlich will supervise studio operations.*

◆

Robert Buckner, *script writer and motion picture producer, has been signed by* ***Harry Ackerman,*** *executive director of special projects for CBS-TV, to write the television adaptation of "Twentieth Century", the* ***Ben Hecht-Charles MacArthur*** *hit comedy, set for presentation on the Saturday, April 7 "Ford Star Jubilee" starring* ***Orson Welles.***

◆

Maurice Evans *and* ***Lilli Palmer*** *will star in a "live" colorcast of Shakespeare's "Taming of the Shrew" on the Hallmark Hall of Fame series March 18 on NBC-TV.*

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"I'LL CRY TOMORROW"
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SAMUEL GOLDWYN's Production of
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"I'LL CRY TOMORROW"

BEST SUPPORTING ACTRESS—
Jo Van Fleet in M-G-M's
"I'LL CRY TOMORROW"
and Warner Bros.' "East of Eden"

BEST ACTOR— James Cagney in M-G-M's
"LOVE ME OR LEAVE ME"

BEST DIRECTOR— Daniel Mann for M-G-M's
"I'LL CRY TOMORROW"
and Paramount's "The Rose Tattoo"

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 79. NO. 44 NEW YORK, U. S. A., TUESDAY, MARCH 6, 1956 TEN CENTS

e to Pressure

ess Brutality
oted in Films
y Shurlock

dits *PCA* Campaign
l Outside Criticism

By MURRAY HOROWITZ

"considerable diminution in the
nt of brutality" on the screen for
ast six months was noted here
day by Geoffrey Shurlock, vice-
lent and director of the Produc-
Code Administration.

rlock, here to address a Protes-
Church group, credited the
eable reduction" of brutality in
to a number of factors, princi-
the campaign waged by the
for over a year against accenting
lity in motion pictures.

her factors aiding PCA's cam-
, Shurlock said, were the criti-
of American pictures abroad and
riticism of church groups in the

(*Continued on page* 2)

stin Rivoli Mgr.;
lmon Retires

e appointment of Nicholas M.
as acting manager of the Rivoli
tre was announced yesterday by
rd Rowley, executive vice-presi-
of United-Artists Theatres Cir-
Inc. Justin succeeds Montague
on, who has retired.

his new duties Justin will take
lete charge of Rivoli Theatre
tions, currently featuring the
-AO production of Rogers and
merstein's "Oklahoma." Justin,

(*Continued on page* 6)

exander' to Bow
re on March 28

lexander the Great," the multi-
on dollar CinemaScope Techni-
film released by United Artists,
have its premiere on March 28 at
Capitol Theatre in New York for
benefit of National B'nai B'rith
the Metropolitan Council and
ma Lodge.

arring Richard Burton, Fredric
ch, Claire Bloom and Danielle
ieux, it was produced and di-
ed in Spain by Robert Rossen.

Defer Schine Briefs Deadline to April

Special to THE DAILY

BUFFALO, March 5.—The time for filing briefs in the Schine contempt case has been extended until early April. The original order called for filing by today.

Addresses SPG

Goldenson Has 4-Pt. Plan to Aid Industry

By WILLIAM R. WEAVER

HOLLYWOOD, Mar. 5.—Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, tonight outlined to the Screen Producers Guild membership, at a special dinner meeting in Romanoff's Restaurant, a four-point program designed to promote and safeguard the economic welfare of the motion picture industry.

Speaking from notes, Goldenson advocated to SPG members that they exert their support and influence to stimulate interest and action along four lines.

First in importance, Goldenson said, is the maintenance of an even flow of product of quality throughout the entire year. He described this as vitally necessary to hold the public's

(*Continued on page* 6)

'This Is Your Army' Costs Now Recouped, COMPO Reports

All editing, printing and out-of-pocket distribution costs of the Government's documentary film, "This Is Your Army," which was sponsored by COMPO as a public service in co-operation with the sales managers of the distributors, have been recouped, Robert W. Coyne, special counsel for COMPO, announced yesterday.

COMPO officials praised the Sales Managers Committee for the manner in which the film was handled, and of the branch managers and film salesmen for selling the film. Each major company took over the distribution in four exchange areas, absorbing all distribution costs except out-of-pocket expenses for express charges, postage, film inspection and censorship fees.

Coyne also expressed his apprecia-

(*Continued on page* 7)

H-L Has 3-Year Plan For 14 Productions

From THE DAILY Bureau

HOLLYWOOD, Mar. 5. — Hecht-Lancaster Organization today announced a three-year plan for 14 productions costing $31,000,000.

Harold Hecht, joined by partner Burt Lancaster, told the trade press at an interview in his Beverly Hills offices that "Trapeze," which will be released nationally July fourth, will have unprecedented two-million-dollar advertising promotion campaign to herald the circus thriller, starring

(*Continued on page* 2)

Offer Pros and Cons of Issue

Lee Asks Immediate Toll TV Okay; Starr, Rembusch in Critical Reply

Commissioner Robert E. Lee of the Federal Communications Commission has called for a halt to the "endless legal procedures, hearings and studies," on subscription television, and has proposed a four-point program that would "get the paid TV show on the road."

Lee, author of an article on toll-TV entitled "Let's Give the Public a Chance at Paid TV," in this week's issue of "Look" Magazine, asked that the controversial system be put into

(*Continued on page* 6)

Alfred Starr and Trueman Rembusch, co-chairman of the Committee Against Pay-to-See TV, charged yesterday that Commissioner Robert E. Lee of the Federal Communications Commission is highly unqualified to sit in judgment of subscription television for he has publicly tried the issue without conducting a hearing or intelligently considered the ramifications of the pay-to-see TV issue.

The co-chairman of the voluntary industry group, in answer to Lee's

(*Continued on page* 6)

Reenters Industry

Mundo Taking Gaughan Post On TOA Staff

Named at N.O. Meeting; TOA-Allied Pact Lauded

Special to THE DAILY

NEW ORLEANS, Mar. 5.—Claude C. Mundo of Little Rock, Ark., today was named to the staff of Theatre Owners of America as administrative assistant. The appointment was made at the combined board of directors and executive committee meeting of the TOA in progress at the Hotel Roosevelt here. Mundo will succeed George Gaughan, who recently resigned to join Cooper Foundation Theatres as booker-buyer.

Mundo, who will also serve as field representative for the organization, is a former TOA board member. He has been out of the film industry for

(*Continued on page* 6)

Ginsberg and Hudson Form New Company

From THE DAILY Bureau

HOLLYWOOD, Mar. 5.—Producer Henry Ginsberg and Rock Hudson today announced the formation of the Independent Producing Co. and the filming of a number of pictures starring Hudson, the first one going into production when his present contract commitments expire.

Hudson is one of the principal actors in Ginsberg's production, "Giant," which is now in the editing stage. Named as officers in the new firm were Henry Wilson, Hudson's business associate, and attorney Gregson Bautzer.

R. R. Biechele Dead; Funeral Rites Today

Special to THE DAILY

KANSAS CITY, Mar. 5. — Funeral services will be held tomorrow morning for Richard R. Biechele, a former president of the Kansas-Missouri Theatre Owners Association and a widely known figure in motion picture circles throughout the country, who died Saturday at a hospital in Kansas City,

(*Continued on page* 7)

PERSONAL MENTION

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, and **ROBERT A. WOLFF**, managing director for the United Kingdom, have returned to New York from Hollywood.

•

WILLIAM F. RODGERS, sales consultant to Allied Artists, will return to New York tomorrow from Hollywood, Fla.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will leave New York today for Chicago.

•

MIKE SIMONS, M-G-M director of customer relations, has left New York for Kansas City.

•

KATHARINE HEPBURN has returned to New York from London via B.O.A.C.

•

CHARLES L. CASANAVE, president of Fred Astaire Dance Studios, has left here for Palm Beach, Fla.

•

ROBERT LEWIS TAYLOR, writer, will arrive in London this week from Sarasota, Fla.

•

HARRY GOLDSTEIN, of the Allied Artists publicity department, is in Boston from New York.

•

JOHN SUTHERLAND, president of John Sutherland Prods., has arrived in New York from the Coast.

•

RALPH D. GOLDBERG, circuit operator of Omaha, has returned there from New York.

•

WAYNE MORRIS has returned to New York from England via B.O.A.C.

Military Sees 'Boats' U-I Maps Campaign

A rough cut showing of Universal-International's VistaVision and Technicolor production "Away All Boats" was held last week in Washington for members of the Navy and Defense Departments following conferences there with John Horton, U-I studio production aide, on the film.

Arriving in New York today, Horton will meet with department executives on the advance publicity and promotional planning of the film that is scheduled for summer release.

Mrs. Lurie Dies

SAN FRANCISCO, March 5.—Mrs. Babette Lurie, wife of the theatrical and motion pictures financier Louis R. Lurie, died at her home here.

Skouras Will Host At Capital Preview

Spyros P. Skouras, president of 20th Century-Fox, will host a special invitational preview of the CinemaScope production "On The Threshold of Space" for members of Congress and top officers of the U. S. Air Force March 19 at the Capitol Theatre, Washington.

An audience of 2,500, composed of members of the U. S. Senate and House of Representatives, State Department officials, cabinet members, high echelon of the U. S. Air Force and their guests, will be present at the theatre for the advance showing of the romantic drama set against a background of U. S. Air Force space experimentation.

Following the preview, the government and Air Force figures will be guests of Skouras at a reception in the Willard Hotel.

First TV Film Series Started by Teleradio

Television Today.. "Bozo and His Friends," which will star Bozo the Clown, will be the first film series to be produced for General Teleradio with RKO facilities, it was announced by C. R. Manby, vice-president in charge of TV film activities of RKO Teleradio Pictures, Inc.

Manby said that shooting on the first block of films will start in mid-March.

The series, which will be filmed in color, is the first 30-minute-across-the-board film series to be syndicated in TV, Manby said. General Teleradio is planning an extensive advertising promotion and sales aid campaign to facilitate sales at the station-to-sponsor level for the daily half hour program, he said.

TOA Issues Initial 'Business Builders'

Theatre Owners of America's first showmanship bulletin, "TOA Business Builders," a four page brochure which deals with practical ideas for busy showmen, has come off the presses and is enroute to the membership of the national exhibitor group.

The initial copy, each bulletin to be mailed out monthly, is composed of ideas for selling pictures. TOA says that this "is the answer, we hope, to the need for a condensed idea stimulator. It has been said that there are no new ideas for selling pictures. This is probably true, but we believe there are many some of us haven't used for 20 years that could be dusted off and exploited to good advantage."

TOA also announced that it will to shareholders of record March 9. pay $5 for each idea used.

Brutality

(*Continued from page 1*)

U. S., as well as women's organizations affiliated with the Federation of Women's Clubs. Abroad, he said, criticism on excessive brutality in American motion pictures came from such countries as Britain, Australia and Germany.

Shurlock, in his exposition, drew a distinction between brutality and violence in motion pictures, contending there are all kinds of violence, some of which are acceptable as film themes. He said he meant violence in the sense that war pictures and action Westerns deal in violent themes. However, he said by way of example, in a Western it is one thing to have a scene in which 30 Indians are killed in a battle as opposed to one scene minutely depicting a spear piercing a chest.

Will Speak Again Tonight

Tonight, Shurlock will address the annual dinner of the Broadcast and Film Commission of the National Council of Churches of Christ, to be held at the Victoria Hotel.

On Thursday, he will leave for Washington, where he will confer with Kenneth Clark, Motion Picture Association of America vice-president and secretary of the recently-established committee on self-regulation. Shurlock said he will take up the proposed agenda for the self-regulation committee with Clark while in Washington.

Hecht-Lancaster

(*Continued from page 1*)

Lancaster, Tony Curtis and Gina Lollobrigida.

"Trapeze," said Hecht, will gross $20,000,000 worldwide, according to estimates by top United Artists executives. This figure, plus the combined gross in excess of $26,000,000 for "Apache," "Vera Cruz," "The Kentuckian" and "Marty," is expected to establish an all time record for UA releases, he added.

Both Hecht and Lancaster voiced the belief that new vitality and freshness can be injected in production by intermingling foreign and domestic talents of stars, directors, writers, technicians, backgrounds and material.

Hecht said that the bulk of their efforts would be confined to Hollywood sound stages where technical know-how yields the best results in the world, but will take this know-how abroad with them if stories demand filming in locations in other countries.

Tony Curtis, who recently formed Curtleigh Productions, will make a group of films jointly with Hecht-Lancaster, the first one being Ernest Lehman's story, "The Sweet Smell of Success." Curtis is setting up offices in H-L Building, Hecht said.

. . . NEW ROUNDU

New Crowell-Collier Un

Formation of a new recordi dio and television division f Crowell-Collier Publishing Co., has been announced by P Smith, president. The new will be headed by William Birnie, a vice-president and publisher of the "Women's Companion." Smith also ann the appointment of William H ler, formerly vice-president of Records, Inc., as manager of cording department in the ne sion.

■

Block Buys Screen Rig

Screen rights to "Fire," a ro novel by Armine vonTempsk been sold to Libby Block ac to Joe Rock, veteran produce represents the vonTempski Es

■

Figaro Signs George Hi

Figaro, Inc., N. Y., has signe vision director George Roy a multiple picture contract.

■

Hudson Guest-stars

NBC-TV's Perry Como Sho guest-star Rock Hudson next day. Hudson's appearance wil licize his latest Universal-Intern picture, "Written on the Win"

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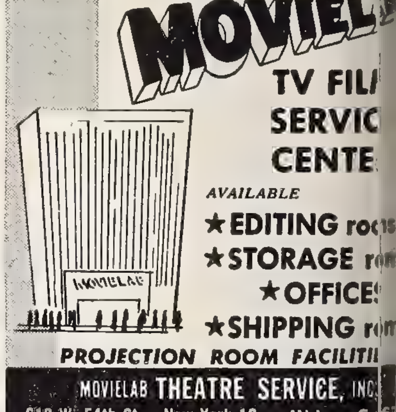
RADIO CITY MUSIC HA
Rockefeller Center
WILLIAM HOLDEN
PICNIC
with KIM NOVAK
Co-Starring ROSALIND RUS
A Columbia Picture
and Spectacular Stage Presentation



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PEOPLE

Vhitman, Alabama sales repre-
e for Universal Films in At-
ıoves up to sales manager. He
; **George M. Jones,** who has
ansferred to South Florida as
sales representative.

* * *

Brillman has been named
manager of Screen Guild Pro-
s of Philadelphia. **Joseph Engel**
n appointed special represen-
ınd **Ed Lorson** head booker.
Shadell becomes assistant

* * *

een Arthur, daughter of **David**
ıur of Fanchon & Marco-St.
ımusement Co., headlined the
le, Ill., Scott Base G.I. dinner.
rthur was a winner on ABC-
hance of a Lifetime" and has
d in New York's Latin
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* * *

ll W. Johnson has been ap-
advertising and sales promo-
ınager of the television-radio
of Westinghouse Electric.

* * *

h D. Blau, certified public
ant who was active in the ac-
ı of television film properties
rthur Rank, **Ilya Lopert** and
has formed J & J Manage-
orp., a financial management
sultant firm.

phy Raps 'Doom' hets of Industry

SAS CITY, Mar. 5.—The
s of doom for the motion pic-
lustry were rapped by George
, actor - turned - Hollywood-
ill ambassador, in a talk today
ıcheon of the Advertising and
xecutive club of Kansas City.
ne time," Murphy, who is in
City to speak at a convention
n Wednesday of the Missouri-
Theatre Owners Association,
people believed that talkies
uin motion pictures, then that
would ruin everything and,
ecently, that television would
vies. But there are more peo-
ing more money today in the
nment world than ever be-

the future of television and
lurphy commented:
always said that motion pic-
nd TV will have to end up
together. Eventually new
vill have a regular TV run
ed after downtown, first-run,
rhood theatres and so on."

us Loew's Dividend

AWA, March 5. — Marcus
Theatres Ltd. declared a reg-
arterly dividend of 1% ($1) on
nmon stock payable March 29.

Wile Cites Drive-in Growth

Only 6 Ohio Houses Close in Six Months; Film-TV Battle Stabilizes

Special to THE DAILY

COLUMBUS, O., March 5.—The film vs. television warfare has reached a stabilized point within the past year, Robert Wile, secretary of the Independent Theatre Owners of Ohio, said in an interview with the International News Service. Wile pointed out that only six Ohio theatres have closed within the past six months and one of those was destroyed.

In the first years of the TV battle, Ohio theatre closings were at the rate of 100 a year, Wile said. There are now 604 indoor houses operating in Ohio. In 1947, at the start of TV's rise, there were 1,036 hardtop houses. To counterbalance the loss of the hardtops, Wile pointed out that some 100 drive-ins have opened in Ohio since 1948.

Wile said that "second rate" films have been the chief casualties, not the "big" pictures. He said many exhibitors are complaining that they can't get enough films to fill out dual-feature bills.

Sunday Matinees Popular

Wile said Sunday matinees do better than Sunday evening shows, attributing this change to the strong lineup of Sabbath-night TV shows. He added that "The $64,000 Question" has reduced Tuesday night business but that Friday night, an off time for TV, has shown up strongly at the boxoffice.

Growth of drive-ins has been the big stick in the industry's battle against TV, said Wile and that the drive-ins' emphasis on family entertainment has brought gratifying results. He said the old tag of "passion pits" no longer applies to the outdoor theatres. Many suburban theatres have increased their grosses by enlarging parking lots, Wile said and he indicated that many of the closed theatres lost business because of their location in crowded neighborhoods, where no parking areas were available.

Art Houses on Increase

Many Ohio small towns of 15,000 population or less, which did have two or more theatres, now generally have only one. Towns under 1,000 population "just don't have theatres anymore," he added. He said art houses have been growing in numbers and attendance, Columbus having added a third art theatre and Cleveland and Cincinnati each having opened an additional specialty house within the past year.

Investments in the industry are picking up, Wile indicated, and audiences are no longer hypnotized by TV and are coming back to the theatres in increasing numbers.

Mex-Film Purchases Clasa-Mohme, Inc.

MEXICO CITY, Mar. 5.—Clasa-Mohme, Inc., distributor of Mexican pictures in the U. S., that was established by Gustave Mohme, former 20th Century-Fox manager in Mexico, has been bought for $300,000 by Mex-Film, an organization of Mexican producers, it was announced by the Mexican trade's own bank, the semi-official Banco Nacional Cinematografico, which supervised the transaction.

Mohme is continuing as manager, but he won't own stock in the business, the announcement said. About the deal, Eduardo Garduno, the bank's director general and head of Cinex, semi-official distributor of Mexican pictures in the U. S. and Europe, commented. "Now Mexican producers will enjoy profits from Mexican pictures 100 per cent." The transaction will be consummated in Los Angeles. Garduno, announcing that Cinex had lost $2,240 in dealings in the U. S. last year, called that deficit "nominal."

'Conqueror' Pamphlet

An historic account of the rise and life of Genghis Khan is being distributed to schools in every city where Howard Hughes' "The Conqueror" is being played. The pamphlet is illustrated with scenes from the film.

ABC-TV to Launch 'Film Fair' Show

The American Broadcasting Co. television network will launch a new feature film series, titled "Film Fair," beginning the evening of March 26 and continuing every Monday night thereafter through the summer, it was announced here yesterday by John H. Mitchell, vice-president in charge of the ABC-TV network.

"Film Fair," according to Mitchell, will be composed of American films that already have been theatrically released. He indicated that the particular pictures probably will be culled from the many pictures recently made available to television.

The new program will be the first such film network show headlining top American pictures of the past. Two current ABC-TV film shows, "Famous Film Festival" and "Afternoon Film Festival" feature J. Arthur Rank product.

Mitchell disclosed the projected network show when asked to comment on the effect he thought the recent sales of motion pictures to television interests would have on network programming. He responded that it is not ABC's intent to become a feature film market. He went on to say that the market for the many films sold to TV lies in the individual stations in the individual cities.

Mostly in Jan.

SEC Reports Active Trading In Film Stocks

From THE DAILY Bureau

WASHINGTON, Mar. 5.—Extensive stock sales by officers of American Broadcasting-Paramount Theatres were revealed in the latest report by the Securities and Exchange Commission on trading in film company stocks by officers and directors.

Robert H. O'Brien reported selling 7,000 shares, leaving himself with 5,600. Robert M. Weitman sold 6,500 shares, leaving 6,033. Walter W. Gross and Edward L. Hyman each sold 2,500 shares, leaving 10,100 and 10,000, respectively. Simon B. Siegel sold 2,000, leaving 3,100. All these sales and most others covered by the SEC report took place in January.

9,500 Shares to Broidy

Samuel Broidy acquired 9,500 shares of Allied Artists Pictures common through the firm's stock purchase plan, and Harold J. Mirisch acquired 12,000 shares in the same manner, boosting their holdings to 60,218 and 40,440 shares, respectively.

Albert A. List reported the gift of 20,000 shares of RKO Theatres common in December, dropping his holdings to 510,053. Elmer C. Rhoden reported the purchase of 1,000 shares of National Theatres common, boosting his holdings to 36,800 shares in his own name and 47,525 shares through holding companies.

Robert Lehman reported the sale of 1,000 shares of 20th Century-Fox common, leaving himself with 20,000 shares. Albert Warner reported the purchase of 1,000 shares of Warner Brothers Pictures, boosting his holdings to 166,000 shares in his own name and 32,700 shares through trust accounts. Jack Warner bought 1,100 shares, boosting his direct holdings to 298,999 shares plus 13,400 shares in trust accounts.

Other Deals Listed

Other transactions reported included: Frank Freeman bought 1,000 shares of Paramount Pictures common for a total holding of 3,100 shares. Preston Davie bought 100 shares of Universal Pictures common, for a total of 109. Douglas T. Yates in December bought 125 shares of Republic Pictures Corp. common, boosting his holdings to 3,130 shares, plus 196,536 shares through Tonrud, Inc. Abraham Montague sold 100 shares of Columbia Pictures common, dropping his holdings to 9,506 shares, while Jerry Wald boosted his holdings to 368 shares with the purchase of 100 shares.

'Camillo' to Baronet

I.F.E. Releasing Corp.'s "The Return of Don Camillo" will have its New York opening at the Baronet Theatre on March 26.

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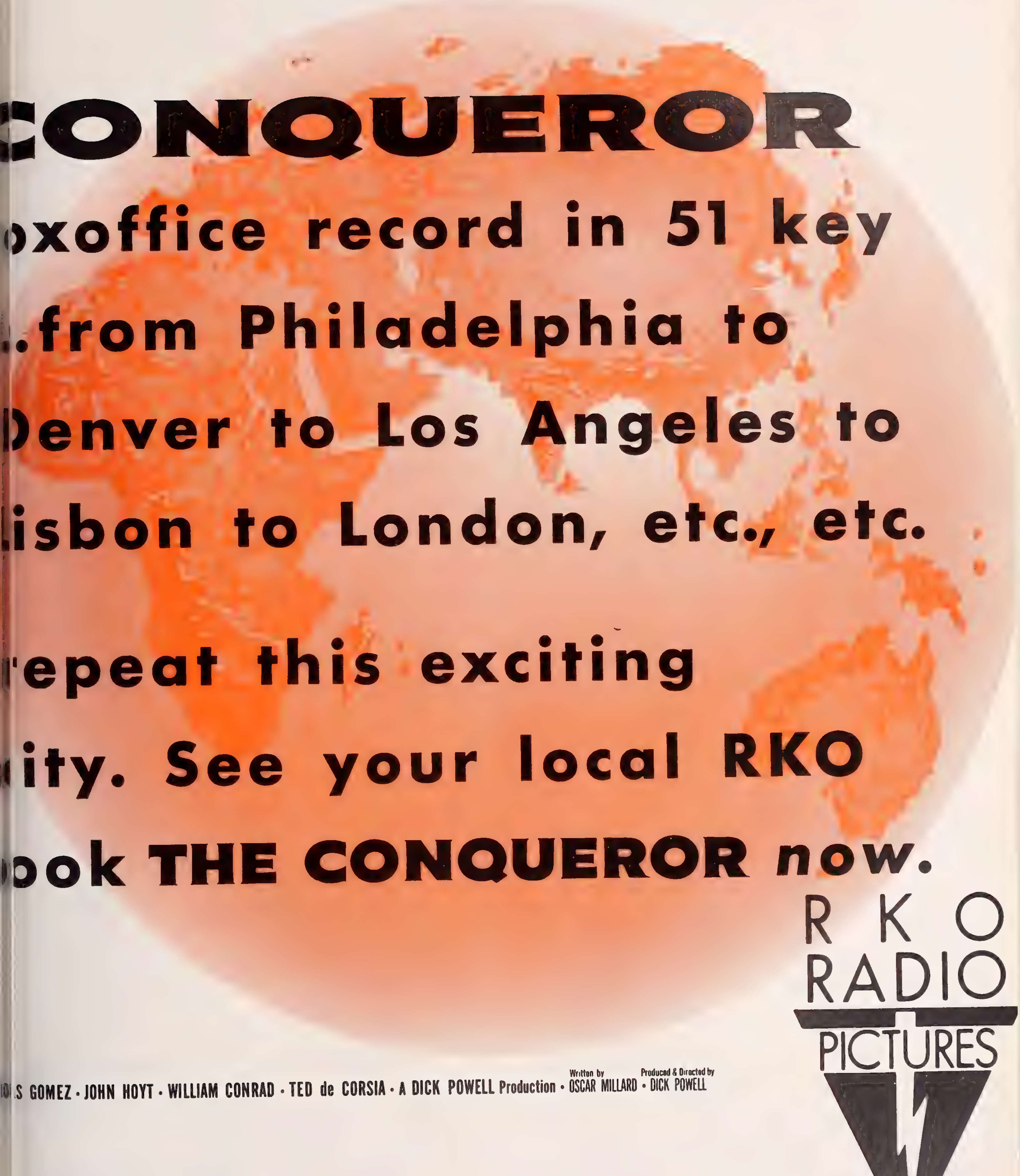

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RKO RADIO PICTURES

Lee Asks

(*Continued from page* 1)

effect on an experimental basis because "hearings will never settle the question."

The FCC official called for the FCC to initiate the following program:

Wants 'Broad Basis' Okay

"Approve subscription television on a broad basis, leaving to the entrepreneur the choice of the system he wishes to use; apply some temporary restrictions until we know where we are going. For example, we might consider limiting it, in the initial stages, to the UHF portion of the band, with perhaps some further restrictions on the amount of time which could be charged for, in order to protect free broadcasting; permit this test of paid TV to continue long enough to truly test public reactions, give stations and programming facilities time to work out the necessary changes in their operations and test public reaction to a variety of paid programs; permit stations to drop paid TV if they find to their satisfaction that it does not fill a market need in their own area."

Commissioner Lee also indicated that he "personally believed" that Congressional approval for paid TV was not necessary.

Sees UHF Stations Aided

He justified his stand in favor of a toll-TV trial on the following grounds: That "there is a public interest in fostering the utmost possible competition in TV to make sure that all viewpoints have an outlet; the television audience, rather than government experts, ought to have the opportunity to cast their vote for or against paid TV; paid TV could greatly alleviate the economic woes of UHF stations, which now for the most part are in dire straits, and could be a boon to the independent station; the cost argument against pay-TV is irrelevant as under a free system people should be free to pay for goods they want, including TV entertainment; the public may be glad to pay for the pleasure of seeing programs they do not now receive—current Broadway plays, superior film productions and the like; and paid TV could broaden this country's culture, education and knowledge through programming such as opera, correspondence courses and medical demonstrations."

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REVIEW:

The Kettles in the Ozarks

Universal-International

MARJORIE MAIN and her flock of children register another box office success in this Ozark comedy, the seventh in a series of Kettle productions offered by Universal. Like its predecessors, this film rates high on the laugh-meter which is its biggest selling point. The story, written by Kay Leonard, compares to the other Kettle films which were money makers.

As the farm housewife rather adept at comedy, Miss Main gives a notable performance. From the opening scene, that of the Kettles creating a mild riot in a railroad terminal, to the finale, she breaks loose with uncanny wit that will have patrons stirring in their seats. It's this farce on life itself that will sell the film.

Cast in supportng roles are Arthur Hunnicutt, as lazy Sedgewick Kettle, and Una Merkel as Bedelia Baines, each of whom adds to the humor. The story concerns Ma Kettle's visit to Sedge Kettle, her brother-in-law, deep in Ozark country. Ma and her 13 kids (three others are left home) succeed in setting right the shabby farm that was threatened with foreclosure by the bank. Miss Main achieves two things during her prolonged visit: first, the marriage of Sedge and Bedelia, who had postponed the ceremony for 20 years and, finally, the arrest of a bootlegging group which had rented a barn on the property for the operation of an illegal still.

Ma Kettle's 13 little savages act as such and should be a huge selling point to attract children. Adults who have seen the Kettles before are bound to return for this farce that matches its predecessors.

Richard Wilson produced and Charles Lamont directed.

Running time, 81 minutes. General classification. For April release.

JACK EDEN

TOA Names Mundo

(*Continued from page* 1)

the past several years, having been engaged in public relations and also associated with various civic enterprises.

A resolution passed at today's meeting carried full endorsement of the agreement entered into by TOA and Allied States Association to bring about a full arbitration system, including the arbitrability of sales policies and film rentals.

Support was voiced for the production and distribution of films by divorced theatre circuits with preemptive rights for the showing of such films in the circuits' own theatres.

The board reaffirmed its support for all efforts to eliminate the federal excise tax.

'No Names to Submit'

The matter of a full-time executive director for the TOA did not come up at today's meeting. President Myron Blank said no name was submitted for consideration "because we had no names to submit." This would indicate that Elmer Lux, Buffalo exhibitor and civic leader, was not a candidate.

Blank said that Pat McGee, also mentioned for the post, was not proposed because he does not want the position.

The board today extended its sympathy to the family of Richard R. Biechele, pioneer Midwestern exhibitor, who died yesterday.

Sessions of the combined meeting will be completed tomorrow.

Goldenson Plan

(*Continued from page* 1)

interest in motion pictures at the highest possible sustained pitch.

Closely secondary in importance, he said, is the development and training of new and youthful stars capable of earning and holding following among today's younger generation of theatregoers.

Thirdly, Goldenson stated, all efforts should be made to create pictures and advertising that will appeal strongly to women, who historically have controlled the theatre-going habits of the entire family.

Urges Pre-Selling

Finally, in Goldenson's listing, all sections of the industry should step up activities designed to pre-sell pictures to the public at large in advance of their release.

Other speakers at closed meeting were Vernon Myers, publisher of "Look," and Gardner Cowles, "Look" editor, who seconded Goldenson's fourth point, saying "a vigorous attitude of advertising and selling is necessarily related to a healthy future of the motion picture industry."

President Samuel G. Engel presided.

Justin Manager

(*Continued from page* 1)

a graduate of New York University's Department of Motion Picture Production, entered show business in 1940 with RKO as a part-time usher and student manager. He joined the staff at the Rivoli Theatre as assistant to Salmon five years ago.

Reply to Le

(*Continued from page* 1)

article on subscription televisio this week's issue of "Look" Maga asked the FCC official "disqu himself for he, a public official, taken a highly unethical stand o issue which a whole group is to upon by writing an exclusive ar for his own personal gain, and using his office to influence ot in the pay-to-see TV controversy.

Commissioner Lee, who "is an pointee of Senator Joseph McCar now plays Charlie McCarthy to v ed interests like a chip off the wood block," Starr and Rembusch serted. By mouthing the "sales pi of the firms seeking monopolies the pay-to-see systems, he has c mitted himself, prior to proper h ings, and without consideration the office which he holds and his low commissioners, they stated.

Premature Ruling Seen

By so doing, Commissioner Lee prematurely ruled on an issue wh possibly could cost as much as $1, annually to the American family figure of which $75 to $100 wo be for each one of the three home devices alone, said the co-chairm

In attacking Commissioner L four-point program calling for proval of subscription television o broad basis," Starr and Rembu declare that the FCC official con dicts himself by asking for "some te porary restrictions . . . until we kn where we are going." He also that in the initial stages, UHF tions might receive limited pay- rights in order to protect free bro casting, but "why should the pu be taxed specifically to defray the of unsuccessful private enterpr such as some UHF operations," committee co-chairman countered

Say Public Is Opposed

Commissioner Lee also asks t this test of pay-to-see TV be perm ted for a period long enough to t public reaction. In answer to th the Committee Against Pay-to- TV states that "newspaper polls a surveys across the nation have tested that the American public definitely against toll-TV by an e mated 20 to 1 average, and the p lic reaction has been rendered over 25,000 briefs filed with the F some months previous, at t agency's request." Commissioner I was advised by the committee to t time to study some of these bri before serving as a "mouthpiece" the three firms that would "not c tribute anything to TV programm except a system to charge the pub for the current type of program."

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ompo Report

(Continued from page 1)

:o the exhibitors who booked the "They not only performed a fine c service," he said, "but brought eir patrons a clearer understand- of the work the Army is doing rengthen the nation's defenses."

e original "This Is Your Army" was produced for the Army by Movietone News whose cam- en visited Army installations ighout the world.

Expenses Over $100,000

liting and printing costs and out- cket distribution expenses were cted from the rentals received the picture. These expenses, h ran over $100,000, have now fully recouped. Under the law, ercent of net future receipts will irned over to the U. S. Treasury. balance of 85 percent, by agree- of COMPO and the sales man- , will be turned over to the Relief Fund.

echele Dies

(Continued from page 1)

Biechele was vice-president and tor of Motion Picture Theatre ers of America and a member of group's executive committee since . A pioneer in the film business, stablished the old Vendome The- in Kansas City, Kan., in 1912. cause of his long experience in film industry and wide acquain- ship nationally, he had been ef- ve in obtaining the passage of lation favorable to the film trade, at state and federal levels. He s his widow, two daughters and 1.

nama Coming r Para. Parleys

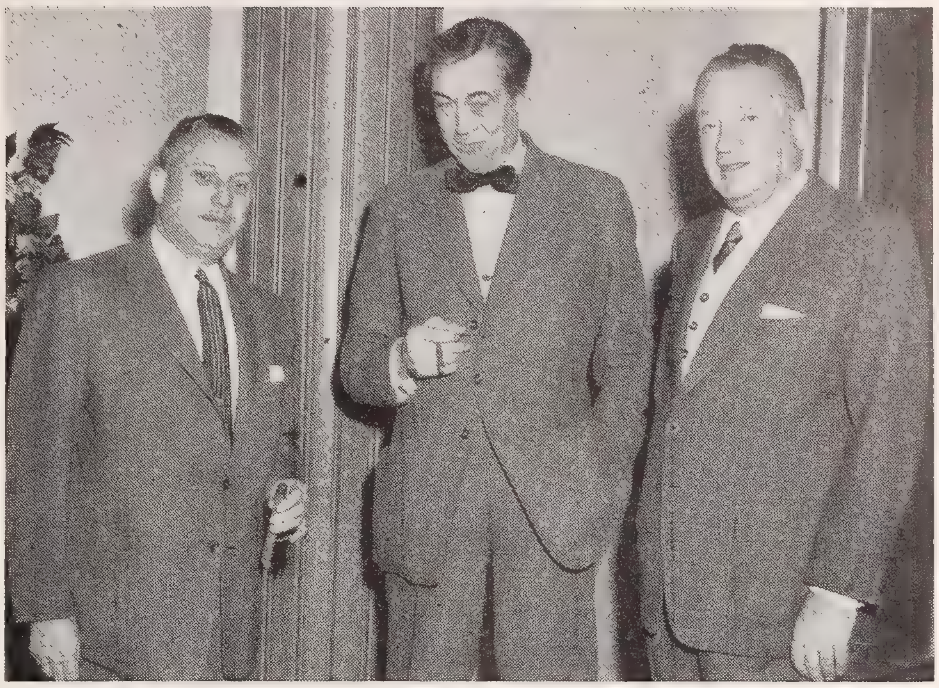
OLLYWOOD, March 5.—Norman ma, writer, producer and direc- will fly to New York March 24 a series of meetings with Para- nt executives on the release of t Certain Feeling," latest Pan- -Frank picture for the company. nama will remain in the East for lays. Another object of his visit establish headquarters in Times re for the newly-formed Triad uctions in which Panama, Mel k, choreographer Michael Kidd Paramount are partners.

,000 1-Day Gross r 'Roll' in Cleve.

LEVELAND, Mar. 5.—A gross 10,000 for a one-day engagement "Rock 'n Roll" show has been rted by Jack Silverthorne, man- of the 105th Theatre here.

ive shows were run during the with the program constituting 16 . Prices were pegged at $1.25 for matinee and $1.50 for the evening v.

he record gross at the 2,800-seat theatre was reported on Feb. 26. Silverthorne said the attendance was remarkable considering the fact that the East 105th St. area, with five theatres located within a block, had been written off as a dead section because of commercial and residential changes.



Arriving in New York from Paris with the first print of his production for Warner Bros., "Moby Dick," John Huston screened it yesterday morning at a private special screening for Warner executives at the Criterion Theatre. Following the screening, Huston (center) met with Ben Kalmenson (left), WB vice-president in charge of distribution, and Mort Blumenstock, company's v-p in charge of advertising and publicity, who recently arrived from Burbank to headquarter at the home office, on plans for the picture's forthcoming release.

Spring Weather Aids Omaha First Runs

OMAHA, March 5.—First-run business at Omaha's downtown spots continues big as spring weather prevails. "The Conqueror" grossed a huge $13,500 at the 1,000-seat Brandeis Theatre in its first week and is expected to wind up with around $8,000 for its second. Manager Ed Force believes the RKO film will hold for at least four weeks.

"Picnic" did $18,500 its first week at the 2,890-seat Orpheum and $10,500 the second—good enough to shift it to the 2,000-seat Omaha for a third week.

Name a New Head Of Chicago Censors

CHICAGO, March 5. — Commissioner Timothy J. O'Connor has assigned Lt. Edward O'Malley as new head of the Chicago City Censor Board, to pass on morality of pictures, plays and books. Immediately following the assignment, Lt. O'Malley announced that he would make no compromises with obscenity, stating that "there is a great need to eliminate anything that may corrupt our youth."

He succeeds Capt. Ignatius Sheehan, sent to Chicago Lawn Station. Sheehan was promoted to captain last December and his transfer had been expected, since a lieutenant usually holds the censorship job, along with six civilians.

Huston's 'Moby Dick' Shown for Warners

John Huston arrived in New York yesterday with the first print of his Warner Bros.' "Moby Dick," and screened it for Warner Bros. home office executives at a special private showing at the Criterion Theatre. Huston planed into Boston from Paris over the week-end and spent his time there in press, radio and television interviews. Later, he and the mayor of New Bedford, Francis Lawler, who met Huston in Boston, flew to New Bedford which is the scene of the start of "Moby Dick." There, Huston addressed 2,000 students at New Bedford High School and played host to Mrs. Henry K. Metcalf, granddaughter of Herman Melville. After visiting numerous historical whaling spots in New Bedford, Huston left for New York.

Theatres to Support Promotion Campaign

Approximately 185 motion picture theatres in metropolitan New York have joined a multi-million dollar promotion campaign designed to boost motion picture attendance and increase the sales of participating products in grocery outlets.

Announced by Ben Martin, president of Cinema Diorama Advertisers, Inc., the campaign will enable consumers to save 25 cents on each dollar's worth of admissions by using the label or boxtop of listed products. Under the program, any two proofs of purchase from participating brands plus $1.50 will give consumers $2 worth of tickets good at all times.

The advertising firm said the promotion campaign will expand to include Chicago, Philadelphia, Boston, Detroit and Cleveland, with other major cities to follow.

TENT TALK

Variety Club News

DETROIT.—To stimulate membership of the younger element, the board of directors of Tent No. 5 has established a new lower annual rate of $15 for members between 21 and 35 years of age.

The club recently gave a party for members' children on the occasion of the visit of the Lone Ranger to Detroit.

△

OMAHA.—The affiliation of the Omaha Hearing School with Variety Club, Omaha Tent No. 16, was revealed jointly at a luncheon in the Fontenelle Hotel by Dr. Robert E. Lovgren, board member of the school, and J. Robert Hoff, chief barker of Variety Club.

The school will now be known as the Variety Childrens Hearing School and Variety will assume the complete financial responsibility for the school budget from monies raised by their various charitable functions each year.

△

MILWAUKEE. — Oliver Trampe, chief barker, and the entire slate of officers were renamed to their posts of the local Variety Club. Ed Johnson, is assistant chief barker; second assistant is Morrie Anderson; Harold Pearson, secretary, and Bill Pierce, treasurer.

△

DUBLIN.—Councillor Denis Larkin, T.D., Lord Mayor of Dublin, Ireland, well known for his charitable work, has been named an associate barker of Tent 41, Variety Clubs International. Three new barkers and seven associate barkers were added to the roster of Tent 41 at the February luncheon which honored the Lord Mayor.

△

BOSTON.—Archbishop Richard J. Cushing of Boston will be the recipient of the "Great Heart Award" given annually to the individual who has done the greaest amount of good for the greatest number of people, by the Variety Club of New England, cosponsors of the Children's Cancer Research Foundation (Jimmy Fund) with the Boston Red Sox. The testimonial will be held here on May 26, in the Imperial Ballroom of the Hotel Statler.

Worldwide Acquires Decker Book Rights

Exclusive rights for production of a feature based on the life of the Latin-American heroine Evangelina Cisneros, as well as rights in Karl Decker's book about her, have been acquired by Worldwide Film Features. An early production start is contemplated.

LOOK

From Look's Motion Picture Awards announcement in the March 6th issue, on sale today: "For 15 years—through a world war . . . and Hollywood's cold war with television—Look has been presenting movie awards that reflect a period of great achievements, changes and hopes in the film industry. To mark the anniversary, Look takes both a backward and a forward look and finds no lag in Hollywood's creative vigor. In 1955, the industry broke away from old patterns of film making; it started a new working alliance with TV and produced some remarkably fresh and powerful films. Look honors those who paced the industry in the past and presents new awards to the best during the past year." * * * *Each week 6,000,000 Look readers buy a ticket to the stars at their favorite theaters.*

AWARDS

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 45 NEW YORK, U. S. A., WEDNESDAY, MARCH 7, 1956 TEN CENTS

npaign Rolling

yne Starts x Talks with v't Officials

onnell to Make Plea Vashington Today

By J. A. OTTEN

SHINGTON, March 6.—Indus- iders today began to step up ight for Federal admission tax with a round of talks with key ment officials.

ert W. Coyne, of the Council of Picture Organizations, led a tion of Virginia exhibitors to a g with Senate Finance Com- chairman Byrd. Later, Coyne red with Representatives Keith arrison, members of the House

(Continued on page 6)

l. Sets Chi. les Meeting

ix-day meeting of Columbia's les and promotional personnel et under way in Chicago on y at the Hotel. In ncing the clave, Montague, l sales ger, said the pro- of selling promotion h will be ped in ourse of hicago gs will of the importance not only to our

A. Montague

(Continued on page 6)

h-Fox 'Holder s to Keep Zanuck

suit to prevent Darryl Zanuck leaving the production helm of Century-Fox until his contract xpired was filed in New York me Court yesterday by a stock-

(Continued on page 6)

Committee to Hear Stark and Cohn

Abe Stark, New York City Council president, and Marcus Cohn, legal counsel to the Committee Against Pay-as-You-See Television, will appear before a Congressional Committee headed by Senator Magnusson in Washington on April 11-12 to testify in the toll-TV case. The Magnusson committee was formed to investigate TV operations.

Nominate Shapiro to Head Cinema Lodge

Robert K. Shapiro, managing director of the New York Paramount Theatre and executive vice-president of New York's Cinema Lodge of B'nai B'rith for the past six months, has been nominated as president of the lodge to succeed Max E. Youngstein, vice-president of United Artists, it was announced yesterday following a luncheon meeting at Sardi's of the Lodge's executive

Robert Shapiro

(Continued on page 6)

Executives of TOA

Will Seek an End to Competitive Bidding

Pass Resolution at Conclusion of Annual Board Meeting; Lauds 'Orderly Release'

Special to THE DAILY

NEW ORLEANS, March 6.—Theatre Owners of America will seek to eliminate competitive bidding in the domestic market as that organization is convinced that the distribution companies are using competitive bidding as a means of securing higher film rentals, it was announced at the conclusion of the TOA annual board of directors and executive commitee meeting at the Hotel Roosevelt here today.

The TOA executives, who also called for a more orderly distribution of quality product throughout the year, passed a resolution concerning competitive bidding, which stated:

"Especially because of the product shortage and because of other aggravated conditions in the present market, we of TOA view with alarm the continued and unwarranted and un-

(Continued on page 6)

Gov't Probe Now of Lee's Pay-TV Article Asked by Abe Stark

New York City Council president Abe Stark, in a letter to every member of the Senate and House of Representatives, has called for an immediate Congressional investigation into the activities of Robert E. Lee of the Federal Communications Commission as an "avowed propagandist for pay-as-you-see television while holding quasi-judicial office."

The Council president asked for public confirmation or denial of reports that Commissioner Lee has received a substantial payment for the

(Continued on page 10)

Code Permissive, Not Restrictive; Aids All Groups, Shurlock Says

The production code—its past, present and future—was given an informal analysis here last night by Geoffrey Shurlock, director of the Production Code Administration, in an address to the board of managers of the broadcasting and film commission of the National Council of the Churches of Christ at the Victoria Hotel.

The Council is composed of approximately 30 denominations of the Protestant faith.

Shurlock told the commission members, who are here for their annual meeting, that, "the Code is a voluntary set of self-regulations, based on sound morals, common to all peoples and all religions," and that, to put it simply, the Code "asssumes that the tenets of the Ten Commandments are as applicable in the field of the imagination as they are in real life." The screen, he added, should never be used to try to make what is basically wrong appear right.

Shurlock stressed that the Code is "basically a permissive document, not a restrictive one" and that its aim is to tell producers how they can treat any subject, in consonance with sound moral principles. In ex-

G. Shurlock

(Continued on page 10)

Drop Appeal Of 16mm Suit

From THE DAILY Bureau

WASHINGTON, March 6.—The Justice Department officially announced it would not appeal a California District Court decision dismissing its 16 mm. anti-trust suit against major film companies.

Attorney General Brownell said film companies are now making feature films available to television, that the purpose of the government's suit is therefore served and that accordingly there is no need to appeal the

(Continued on page 11)

KMTA Supports Pact Of TOA and Allied

Special to THE DAILY

KANSAS CITY, March 6.—Taking notice of the deficiency in product, the board of directors of the Kansas-Missouri Theatre Association, holding a convention here, adopted a resolu-

(Continued on page 6)

PERSONAL MENTION

JAMES PERKINS, Paramount International executive vice-president, and **Arthur Pratchett**, Latin American division manager, will leave New York today to visit company offices in the northern area of South America.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and **Bernard Levy**, his assistant, have returned to New York from the Coast.

•

Bruce Odlum, **Donald Siegel** and **Richard Collins**, of Nomad Productions, will leave New York by plane today for Madrid.

•

Len Smith, production assistant at the Roxy Theatre here is the father of a son born to **Mrs. Smith** at Norwalk (Conn.) Hospital.

•

Sidney Deneau, Paramount Western sales manager, left New York yesterday for Dallas, from where he will return to Los Angeles.

•

Manny Reiner, I.F.E. Releasing Corp. general sales manager, left New York yesterday for Chicago.

•

James Cagney has left his farm at Stanfordville, N. Y., to return to Hollywood.

•

Sam Spiegel, of Horizon American Pictures, will leave New York today for London via B.O.A.C. Monarch.

ABC Plans to Open Two Midwest Offices

Expansion of its Midwest sales division and the appointment of two veteran broadcasters to staff the new offices planned for St. Louis and Minneapolis have been announced by the ABC Film Syndication.

According to Howard Anderson, Midwest division manager in Chicago, J. Christ Hetherington will head the St. Louis office, while Theodore R. Wold will be based at Minneapolis. Plans also call for the establishment of a Detroit office within the next 10 days.

Col. Declares Dividend

The board of directors of Columbia Pictures yesterday declared its regular quarterly dividend of 30 cents per share on the common stock outstanding and voting trust certificates for common stock, payable on April 30 to stockholders of record on March 30.

Brokers to Handle '80 Days' Tickets

Producer Mike Todd has reached agreement with the New York Ticket Brokers Assn. for the handling of 400 seats per showing of his United Artists film, "Around the World in Eighty Days," which is expected to open in New York the first week of September.

The contract is said to mark the first time the association has agreed to handle ticket sales for a motion picture production. Louis Schonceit, a member of the association's board of directors who represents the group in the League of New York Theatres, reached the agreement with Todd. Schonceit will leave for the Coast next week to arrange similar ticket handling of the film that will premiere there at the Pantages Theatre in Hollywood.

UA to Distribute, Finance 'Fear'

United Artists has completed arrangements to finance and distribute "Hidden Fear," starring John Payne, the first film from the newly-formed St. Aubrey-Kohn Productions, it was announced by Arthur B. Krim, president of United Artists.

The film will be produced entirely on location at Palladium Studios in Copenhagen, Denmark, said to be the first major American motion picture to be made in that country. Filming is expected to begin in June.

St. Aubrey-Kohn Productions is headed by co-producers Robert St. Aubrey and Howard E. Kohn II. St. Aubrey wrote the original story and screenplay for "Hidden Fear."

Roach Will Expand New York Facilities

Sid Van Keuren, vice-president and general manager of Hal Roach Studios, and Jack Reynolds, production manager of the studios' commercial division, arrived in New York yesterday to arrange permanent production facilities in the city for the making of commercials and half-hour television films. Temporary offices are being maintained at 729 Seventh Ave.

Handel to RKO

Charles Handel has been assigned to work on a special phase of the national publicity campaign for RKO's "The Bold and the Brave." Handel recently completed publicity assignments on "The Man With the Golden Arm" and "Trapeze," both United Artists releases. He is a former staff publicist for UA and United Press picture editor.

House Group OKs 90-Day Merger Bill

WASHINGTON, March 6.—The House Judiciary Committee today approved a bill to give the government advance notice of large corporate mergers.

Under the bill, the Federal Trade Commission and Justice Department would have to be notified 90 days in advance of any merger or corporate acquisition if the combined assets of the two firms exceeds $10,000,000. No merger could take place during the 90 day period; after that it could go through unless the government had in the meantime gone to court and gotten an injunction against the merger.

Certain basic information would have to be filed with the merger notification, and the government could demand more detailed information to be supplied within 30 days. The full committee added a provision setting up a fine of $5,000 to $50,000 for wilful failure to notify the government or supply the additional information.

The administration, which backs the bill, says the government needs to be informed about big mergers before they take place, so that action can be taken to block them before the firms' assets are scrambled beyond unscrambling.

Spewacks-DCA Sign For Japanese Film

Sam and Bella Spewack have reached an agreement with the Distributors Corp. of America for production in Japan of an original screenplay, "How to Make a Woman Happy."

Fred Schwartz of DCA will seek Japanese co-production for the project with DCA supplying stars, director, the writers and all dollar expenses, with the Japanese co-producer supplying yen costs.

The Spewacks will leave for Japan next week to arrange local color and backgrounds for the film.

Robert Shelton Dead; Commonwealth Head

KANSAS CITY, March 6.—Robert M. Shelton, Jr., 61, president of Commonwealth Theatres, Inc, died today at his home here, following an illness of about six months.

In the film business more than 25 years, he was elected in January, 1955, as president of Commonwealth, a chain of 65 indoor theatres and 35 drive-ins in Missouri, Kansas, Arkansas, Iowa, Nebraska and North Dakota. Before being named president, he had been a district manager, film buyer and general manager for the firm. He leaves his widow and a daughter.

. . . NEWS ROUNDU

Col. Moves in Charlotte

The Charlotte branch of Colu
Pictures Corp. has moved into its
building at 226 S. Church St.
local Allied Artists branch will oc
the former Columbia location.

■

Tax Removal Called For

The Radio - Electronics-Tele
Manufacturers Association of Ca
has called for the removal of th
per cent excise tax on radio and
receivers, proceeds from which
used to finance the Canadian B
casting Corp. The CBS shoul
financed from general federal
nue, it claims.

■

Foreign Awards Sunday

The results of the 15th annua
of the Foreign Language Press
Critics' Circle will be made p
this Sunday at 3:00 P.M. ove
Municipal Broadcasting St
WNYC. Mrs. Eleanor Roosevel
be the guest speaker on the pro
and excerpts from the sound-trac
the winning films will be broadc

■

Comics to Plug 'Backlash

Universal-International will us
Sunday color comic sections in
cities as part of its territorial a
tising campaign on "Backlash."
ads are in addition to the daily
paper ads scheduled for the film.

■

New L.A. Exchange

Establishment of a new film
change to serve Northern and S
ern California was announced
the weekend by Sam Nathanson
Bill Feldstein. Firm will be k
as Natfeld Pictures Co. and wi
located on Los Angeles Film Ro

"Showplace of the East"
FOR YOUR SCREENIN
CINEMASCOPE
▶ Three Channel interlock projection
▶ 16, 17½ & 35 mm tape interlock
▶ 16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB
THEATRE SERVICE, IN
619 W. 54th St. • N. Y. 19 • JUdson 6-03

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Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood
Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington,
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PEOPLE

ard O'Laughlin, St. Louis, has reelected business agent of 143 of the Moving Picture ors Union. Other officers are **t Butz**, president; **C. Fred Kel-** vice-president; **Alfred Savage,** ng secretary, and **John Twie-** nancial secretary and treasurer.

⌑

iam Gargan, Jr., son of the picture and television star, has TelePrompTer Corp., as sales r in that company's Holly- office, it was announced by **t W. Hobler,** vice-president of mpTer.

⌑

in Starr, Hollywood commen- or the Mutual Broadcasting , will add column chores to his y broadcasting stints when he rates his "Movie Starr Dust" in "Photoplay" magazine next

⌑

. **(Bud) Gammon** has joined the ork office of Fuller & Smith as director of live TV com- s for the Aluminum Co. of a's "Alcoa Hour."

⌑

Barnett, Chicago newsreel man who has worked with companies on a free-lance r the past 30 years, has formed n company, Convention City Inc.

licist Wage Talks uming on Mar. 20

tiations between the Screen sts Guild (District 65) and oducer-distributors for a new r contract covering the adver- publicity and exploitation per- at the home office here will e on March 20, it was an- d following a meeting between and managements early this

SPG, which presented its de- to officials of Warner Brothers, ia Pictures, Universal Pictures, Artists and 20th Century-Fox, ing a 15 per cent wage in- fringe benefits and "parity" n East and West Coast pub- ages generally.

while, the SPG and M-G-M ached accord on 21 job classi- s out of 23 possibilities in or- g the advertising and publicity el at that company. Repre- es of the guild and M-G-M ith the National Labor Rela- oard yesterday morning, with RB mediator giving both sides ext Monday to reach agreement other two classifications.

Exhibitors Have Made Ruling Dormant

Enforcement of 50% Playing Time Law Asked by Mexican Producers

Special to THE DAILY

MEXICO CITY, Mar. 6.—Some Mexican producers and distributors of their films are moving to induce the Ministry of the Interior, top government department that wards over things cinematographic, to enforce the law that was enacted three years ago which demands 50 per cent playing time for all Mexican pictures throughout Mexico. These producers and distributors assert that this law is just what Mexican pictures need to do more business and meet increasing competition from foreign films, particularly American.

Stay Obtained

Some exhibitors here and in the provinces made the law dormant by obtaining from Federal Judge Ignacio Burgoa here an injunction against the measure's enforcement on the special ground that it is unconstitutional. The judge agreed with these exhibitors' argument that the law violates the precept of the Mexican constitution that forbids the forcing of anybody to buy anything. The exhibitors convinced the jurist that pictures are merchandise, in that they are bought and sold and offered to the public for a price.

The Ministry appealed the injunction to the National Supreme Court which hasn't given attention to the case. The trade doesn't expect the court to act on that case before it recesses for Easter.

Brandt Defends TV Use of Film Clips

"Generalizations amounting to a blanket rejection of the use of film clips on television are unwise, unrealistic and short-sighted," according to Harry Brandt, president of the Independent Theatre Owners Association.

Taking sharp issue with recent statements and resolutions calling for a blanket ban on video clips of theatrical features, Brandt acknowledged that the public has been exposed to some which have not done a selling job and that the industry has gained some valuable lessons from these experiences.

"I've personally seen film clips on TV that will swell the ranks of potential audiences," Brandt said. "For example, the Ed Sullivan film clip on the set of 'Trapeze' is one of many which can add millions of dollars to the boxoffice. In the matter of selecting and using film clips on television, the industry has only scratched the surface. The practice must not be discouraged and the best creative and promotional talents should be applied to their preparation and use on the air waves."

'Patterns' Here Mar. 27

"Patterns," United Artists drama of big business starring Van Heflin, will have its world premiere March 27 at the Mayfair Theatre here.

SPG 'Festival' to Show Top Films of 60 Years

From THE DAILY Bureau

HOLLYWOOD, March 6. – The Screen Producers Guild today announced its intention to establish a "Classics Festival" this spring at which pictures chosen by SPG members as the best in the industry's 60-year history will be shown to interested members of the Hollywood branch of the industry. The first list prepared by SPG, admittedly impromptu and inadequate, includes 20 pictures produced inside the 1913-1939 period.

The idea stems from remarks by Cecil B. De Mille in his Milestone Award acceptance speech last month.

No Successor Yet To Barnes' Post

WASHINGTON, March 6.—President Eisenhower has formally nominated Stanley N. Barnes, Assistant Attorney General in charge of the anti-trust division, to be a judge of the Ninth Circuit Court of Appeals.

The nomination is subject to Senate confirmation. White House officials said no successor has been picked yet for the anti-trust post.

The Ninth Circuit covers most of the far Western states. Barnes, a resident of California, was a Los Angeles Superior Court judge before being named to the anti-trust post in 1953.

British Theatres to Get 20th TV Shows

LONDON, March 6.—The 45-minute remakes of famous films of 20th Century-Fox, filmed for TV programming in the U. S., will be made available for theatrical release in Britain rather than TV.

The first two releases, which are being named "The Pocket Edition Series," will be "Christopher Bean" and "Laura." The former opens in London's West End with "Beyond the River" on March 8. "Laura" goes in general release on March 12.

'Alexander' Sale Opens

The sale of reserved seat tickets for the benefit premiere of Robert Rossen's "Alexander the Great" was officially launched yesterday by Mayor Robert F. Wagner at City Hall. The mayor bought the first ticket to the opening at the Capitol Theatre on March 28.

Berger Critical

Sees Smaller Towns Injured By Para. Plan

Special to THE DAILY

MINNEAPOLIS, March 6. – Benjamin N. Berger, president of North Central Allied, said today that while he "agrees in principle" with Paramount's new security contract service plan, it does not go far enough in offering help to hard-pressed small town exhibitors.

Berger objected to the exclusion clause in the contracts which will withhold three top Paramount pictures, "The Ten Commandments," "War and Peace" and "The Proud and the Profane" from the flat rental bracket.

"It is just those pictures that the small town theatre needs," Berger said. "If all the major distributors adopt similar plans, excluding two or three of their top product, that means 24 pictures a year that the small-town exhibitor can't have except at exorbitant rentals."

Says Breakoff Point Is Too Low

Berger also said that he felt that the $100 rental figure used as the break-off point for the plan was too low. "That still eliminates a large number of exhibitors who badly need help," he said. "However, it is a step in the right direction." Berger in the past has advocated flat rental deals for all theatres grossing under $1,000 per week.

The Minneapolis plan completed Monday was set up after two weeks of conferences between B. D. (Buck) Stoner, midwest district manager, and Jess Mcbride, Minneapolis branch manager. Accounts completed early in the survey have already been checked by salesmen who reported a generally favorable reaction.

$1,500,000 Trust Suit Filed in Milw.

MILWAUKEE, March 6. – The owners of the Ogden Theatre here have filed suit against one exhibition company and eight distributors for $1,500,000 charging violations of the Sherman and Clayton anti-trust acts.

The plaintiffs, Fred W. Krueger and his wife, Ruth, have named as defendants Columbia Pictures, Fox Wisconsin Theatres, Loews, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal and Warner Brothers.

The Kruegers claim that for many years the defendants or their affiliates have classified as first run or subsequent run theatres all houses in this area according to the amount of admission charged. Under this arrangement the Ogden has been unable to get better than a fifth-run position, it is stated. The Ogden charges 50 cents at all times.

CALLING

AMAZING!

HERE'S WHAT THEY'LL SEE!

See an electronic blaster vaporize an attacking tiger in mid-air!

See an invisible demon hurl an earth man to fiery destruction!

See an uninhibited beauty as she meets young earth men for the first time!

See the fabulous flying saucer space ship of 2200 AD—faster than the speed of light!

See how the invisible demon smashes buildings and burns itself through steel!

See Robby, the Robot, the most amazing mechanical genius ever devised!

See two moons floating in a green sky!

See the planet Altair explode into a fiery inferno!

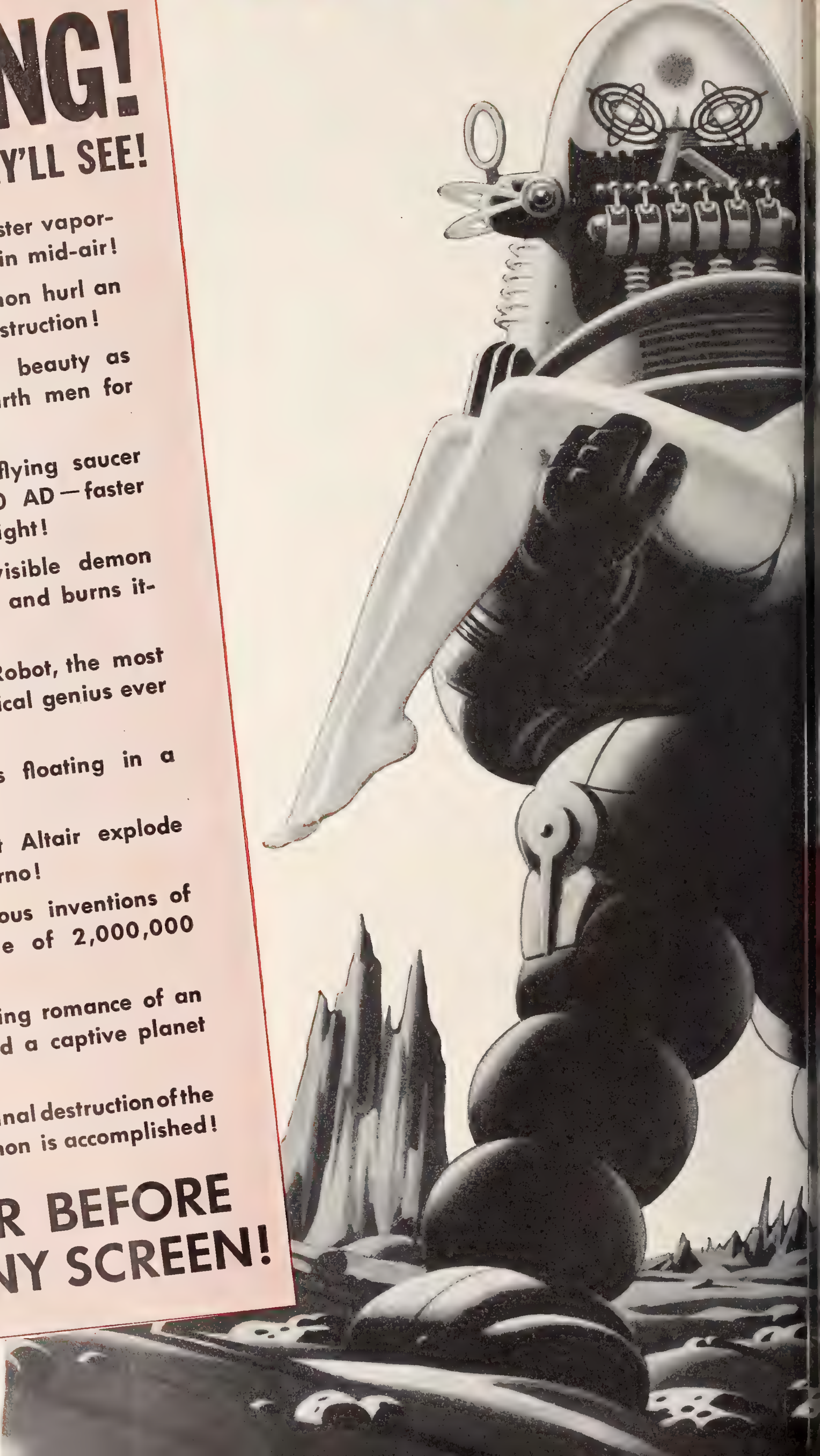
See the fabulous inventions of planet people of 2,000,000 years ago!

See the thrilling romance of an earth man and a captive planet goddess!

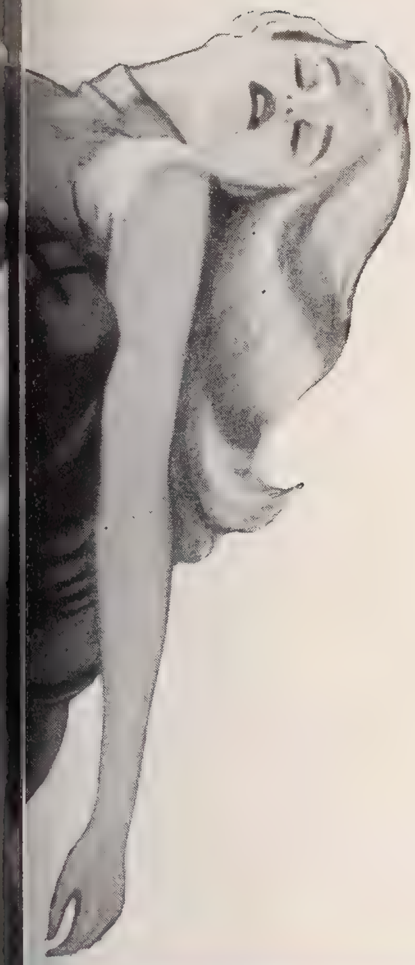
See how the final destruction of the invisible demon is accomplished!

NEVER BEFORE ON ANY SCREEN!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



ALL SHOWMEN!



THE ROBOT: The amazing mechanical Robot has made personal appearances with Anne Francis on the Perry Como Show, NBC-TV network. It appeared also on "Today" the Garroway Show, NBC network and has made personal appearances in Chicago and Cleveland.

GIANT TIE-UP: In 80 million Quaker Oats cereal boxes, a free ticket for a child under 12 when accompanied by paying adult. Vast campaign by Quaker Oats Company in magazines, radio, TV, Sunday comics, supplements, etc.

NATIONAL ADVERTISING: "Picture of the Month" column in leading national magazines. Full page ads in all leading fan magazines.

8-FOOT LOBBY STANDEE: Eye-stopping figure similar to the one at the left of Robby, the Robot, a great ticket-seller for lobbies.

TRAILER: There's showmanship in every foot of the mass-appeal trailer. Unique! Different!

PRESS BOOK: Here's a real opportunity to pack your house, using the high-powered press book filled with ticket-selling appeal.

M-G-M PRESENTS

FORBIDDEN PLANET

IN CINEMASCOPE AND COLOR

STARRING

WALTER PIDGEON · ANNE FRANCIS · LESLIE NIELSEN

WITH WARREN STEVENS AND INTRODUCING ROBBY, THE ROBOT · SCREEN PLAY BY CYRIL HUME

BASED ON A STORY BY IRVING BLOCK AND ALLEN ADLER

PHOTOGRAPHED IN EASTMAN COLOR

DIRECTED BY FRED McLEOD WILCOX · PRODUCED BY NICHOLAS NAYFACK

A Metro-Goldwyn-Mayer Picture

REVIEWS:

Hidden Guns

Republic

SUSPENSE and economical dialogue are the exploitation factors in this entertaining western that stars Bruce Bennett, Richard Arlen, John Carradine, Angie Dickinson, a newcomer to the screen, and Faron Young.

The plot is dull at times but there is more than enough suspenseful action to carry the Republic production over the hump. Two songs, "The Sheriff" and "Vice Versa," are introduced in the story by Al Gannaway and Sam Rocca. Gannaway also produced and directed and proves he is capable of turning out a professional western.

Bennett and Carradine are cast in the gun roles opposite Arlen, the sheriff, and Young as the deputy sheriff-son. Law and order are tested by Bennett, a gambling tycoon, and Carradine, a murderer-for-hire, who are accused of killing townspeople who object to the underhanded tactics of the gambler. Bennett, however, advertises his innocence, especially to the young sheriff who is searching for evidence to convict him.

In subsequent gunplay, Arlen is wounded by Carradine, the hired gunman, but Young, who emerges as the new sheriff and town hero, retaliates with the killing of Carradine, the conviction of Bennett and the applause of the audience.

Running time, 66 minutes. General classification. For April release.

The Immortal Vagabond

Casino Films

MUSIC, good performances and the success of the screen-adapted play are the selling points of this imported film from Germany. Starring Karl Boehm and Ingrid Stenn, "The Immortal Vagabond" has English subtitles which fulfill their purpose effectively. Much can be said for the music, directed by Bert Grund, which plays an integral part in the production. It is never too harsh, always mellow and tends to establish the proper mood for appreciation of the new chapter in the life of a composer, the film's subject.

Boehm performs capably as the young teacher in an Alpine village who leaves his sweetheart in search of a musical profession. His journey ends in Vienna, where his opera is an instant success. Unfortunately, he weakens when told that his sweetheart has married another and he then undertakes a life of travel, abandoning his career. However, his musical talent is reborn when he befriends Miss Stenn, a singer, who helps him forget his intended revenge and joins him in a promising musical career.

Dull moments are few and far between and the use of natural settings in the Alps considerably enhances the film's visual appeal.

Running time, 105 minutes. General audience classification. For immediate release.

J. E.

TOA Asks 'Orderly Release'

(Continued from page 1)

justified use of competitive bidding. We are more than ever convinced that it is being used by distributors for the most part for the sole purpose of obtaining higher film rentals. We are prepared to render all services available to us and within legal means to meet with our members and with others to the end of attempting to eliminate competitive bidding in as many situations as possible. Members of the TOA board and executive committee will bring this message home to our members."

Likes AB-PT Plan

The directors of the national exhibitor organization strongly endorsed the nine-point program presented by American Broadcasting - Paramount Theatres, Inc., in mid-January as a means of revitalizing the box-office. A detailed account by company executives of the AB-PT program was presented in the Jan. 13 issue of MOTION PICTURE DAILY.

In announcing their support of the AB-PT program, TOA said that "it is imperative that the feast and famine distribution of product be eliminated and that there be a more orderly distribution of quality product throughout the year. We of TOA will join wholeheartedly and conscientiously in whatever action is required to implement this program for the purpose of improving conditions for all segments of the industry."

Support for Rogers Hospital

TOA also announced its endorsement of the one-day audience collection drive for the Will Rogers Memorial Hospital during the week of July 16. The national exhibitor group also approved of the Council of Motion Picture Organization's Audience Awards poll, declaring that it was "gratified by the results of the last Audience Awards poll and strongly recommends that it be made an annual event. Supplemented by the best trailers available and by improved public relations, a big and better event will bring about gratifying box office results and greater public interest in the motion picture theatres."

KMTA Supports

(Continued from page 1)

tion aimed at obtaining an increase of production. The resolution reads in part:

"Whereas theatres are being effected adversely by an acute shortage of motion pictures and, whereas the directors of this association believe that increased production of films will be very beneficial to the entire industry and should be encouraged by all legitimate means,

"Now, therefore, be it resolved that this association does hereby endorse and approve the action taken recently by the Theatre Owners of America and national Allied in recommending to the Department of Justice that theatre circuits formerly affiliated with distributors be allowed to produce motion pictures for exhibition in the theatres belonging to such circuits."

Don Burnett, owner of the State and Electric theatres in Larned, Kans., was elected as the new president of the association, succeeding Edward Harris, who operates the Orpheum Theatre and the Edgewood Drive-in at Neosho, Mo.

H. B. Doering was re-elected vice-president; Paul Ricketts was named secretary, and Lauren Turner was chosen treasurer.

Columbia Meeting

(Continued from page 1)

own organization but to the exhibitors of the country as well."

Pointing up the ever increasing emphasis being placed upon point-of-sale merchandising of its product by Columbia, Montague stated that for the first time the divisional exploitation managers will be brought in from their stations throughout the country to attend a general sales meeting.

Present for the Chicago sessions will be key personnel from the home office sales, sales service and advertising-publicity departments, as well as all of the company's domestic division and branch managers.

Nominate Shapiro

(Continued from page 1)

committee. Election is to be held next Tuesday at the Lodge's membership luncheon meeting at Toots Shor's.

Shapiro, who has been a vice-president of Cinema Lodge for many years, this past year served as chairman of the lodge's $25 contribution share certificate sale to raise funds for the B'nai B'rith agencies which include the Anti-Defamation League, the Hillel Foundations and the B'nai B'rith Youth Organizations.

Nominated as vice-presidents were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Jack Weissman, Al Wilde and Lou Wolff. All are incumbents. Jack H. Hoffberg was nominated for treasurer; David Kelton, secretary, and Youngstein as chaplain.

Trustees Nominated

Nominated to the board of trustees were Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis A. Novins and Arthur H. Schwartz.

Nominated as delegates to the Metropolian Council of B'nai B'rith were Martin Levine, Livingston, Hoffberg and Jack Levin. As the new president, Shapiro would be a delegate.

Nominated as delegates to the District Grand Lodge convention to be held in May were Shapiro, Levine, Livingston and Hoffberg with Levin and S. Arthur Glixon as alternates.

The nominating committee was headed by Jaffe and included Burton E. Robbins, Levine, Alfred W. Schwalberg and Levin.

Upstate Anti-Trust Suit Is Dismissed

Special to THE DAILY

**UTICA, N. Y., March 6. – Fe
Judge Stephen Brennan today
missed an anti-trust suit broug
Alex Pappayanakos, head of th
Lawrence Theatre Corp., agains
tributors on charges of clearanc
criminations in favor of the S
operations in Ogdensberg. The
tiff operates the American Thea
Canton.**

**Dismissal came as Sidney Sa
son completed testimony for
plaintiff. The judge contended
Samuelson's testimony was not
cient to substantiate the plai
charges. The judge granted th
fendant's motion to dismiss a
plaintiff concluded its case.**

Coyne Begi

(Continued from page 1)

Ways and Means Committee,
with Representative Holt, who
sored an admission tax relief bi
Friday.

Coyne and Albert Sindlinge
dustry statistician, also met
Treasury Department officials
went over statistics on the c
situation and condition of the i
try as outlined in the recent CO
booklet on the subject. Coyne
that he and Sindlinger will have
tended contacts" over the nex
weeks with Treasury officials
with the Congressional tax
headed by Colin Stam.

O'Donnell Coming to N. Y

Tomorrow, Coyne and Rob
O'Donnell, chairman of the CC
tax reduction campaign, will
other members of Congress. O
nell arrived here tonight from
and will go to New York foll
tomorrow's meetings.

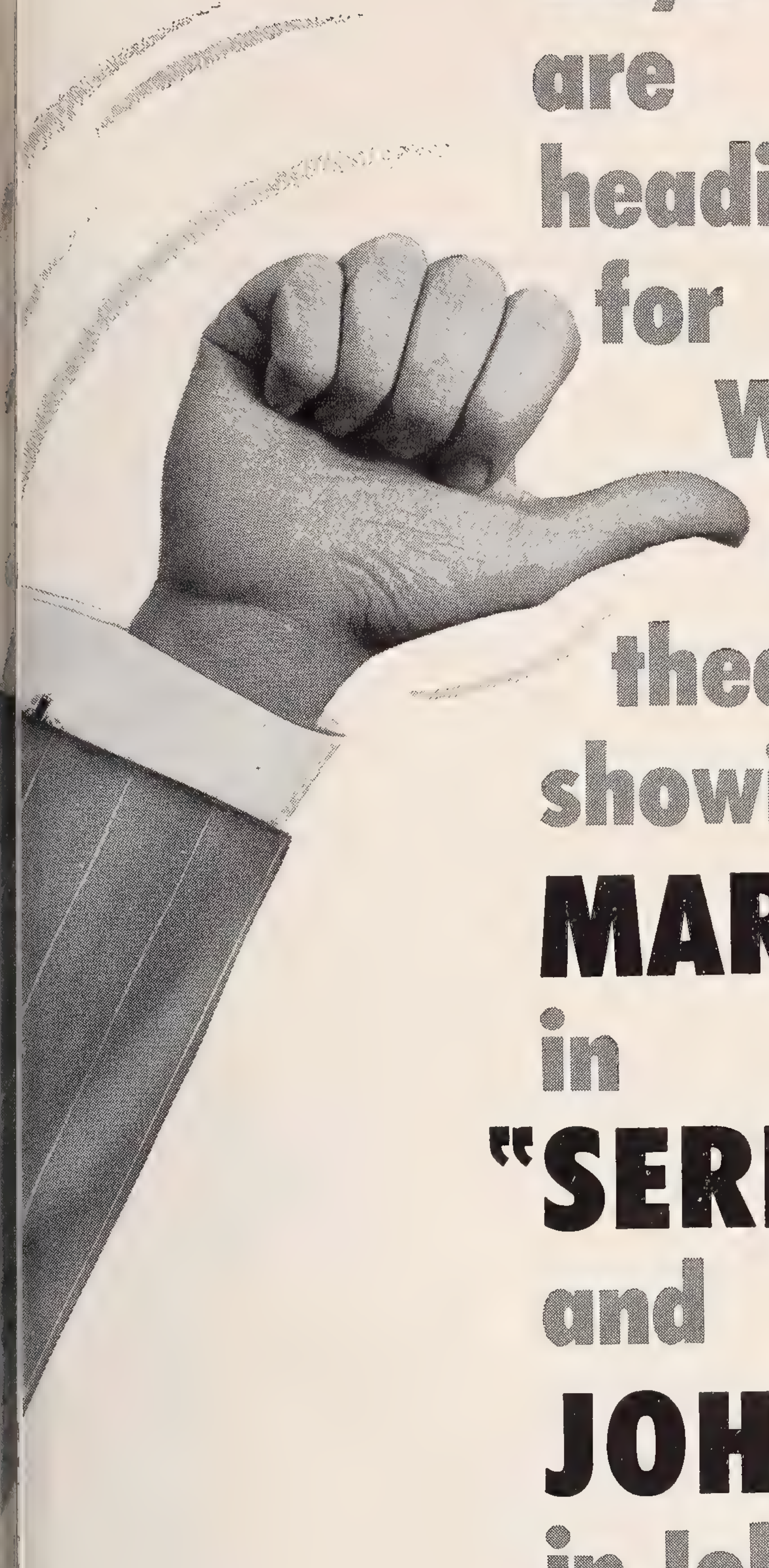
20th-Fox 'Holder

(Continued from page 1)

holder, William Weinberger, th
the latter's attorney, Louis Kipne

The action also seeks to enjoin
Century-Fox from consummatin
agreement with Zanuck where
would make production fac
available to Zanuck in compe
with the corporation. The suit
that Fox refrain from recogn
Zanuck's declaration of disabili
discharge his responsibilities and
the company be restrained from
ing any payment to Zanuck unt
pact is terminated.

Weinberger points out in the
that Zanuck has three years to
his 1940 10-year contract at a
of $5,000 a week and at half-
as a consultant after the 1
period. He charges that the ne
tions between Zanuck and S
Skouras, president of 20th-Fox
sulted in a "corrupt and immoral
and scheme" whereby Zanuck a
duction head of the company
trarily and "for his own
breached his contract.



all the boys are heading for Warners' big theatre showings of

MARIO LANZA

in

"SERENADE"

and

JOHN WAYNE

in John Ford's

"THE SEARCHERS"

MONDAY MAR. 12

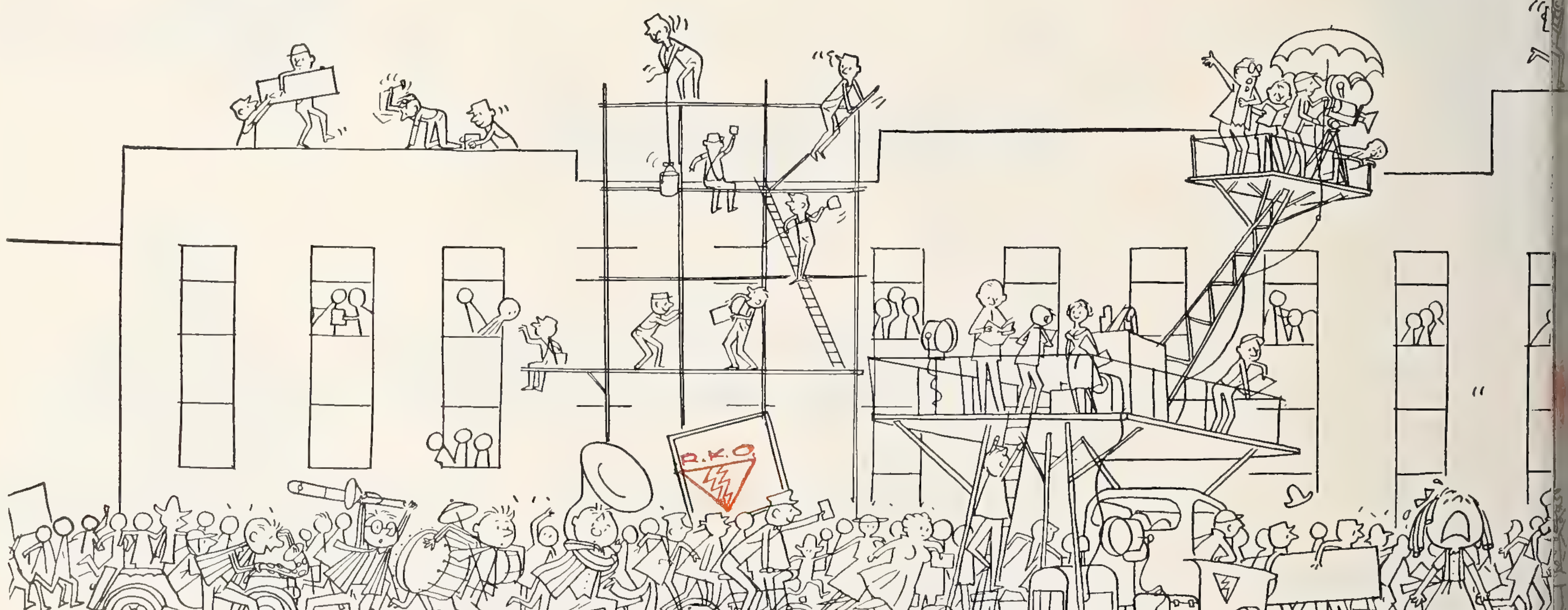
MARIO LANZA in "SERENADE"
WarnerColor
-starring Joan Fontaine · Sarita Montiel · Vincent Price
ith Joseph Calleia · Harry Bellaver and Vince Edwards
Screen Play by Ivan Goff & Ben Roberts and John Twist
roduced by Henry Blanke · Directed by Anthony Mann

The C. V. Whitney Picture
starring JOHN WAYNE in "THE SEARCHERS"
VistaVision and Technicolor
co-starring Jeffrey Hunter · Vera Miles · Ward Bond · Natalie Wood
Screen Play by Frank S. Nugent · Executive Producer Merian C. Cooper
Associate Producer Patrick Ford · Directed by John Ford

If you haven't received your invitation — tell your Warner man now!

WB

THEY'RE ROLLIN



AGAIN AT RKO!

RKO
RADIO
PICTURES

Stark Asks

(Continued from page 1)

article on subscription television which he wrote exclusively for this week's issue of "Look Magazine," at a time that the toll-TV is still pending in Washington.

Stark said that such action, if true, represents a flagrant abuse of the Communications Act of 1934, as amended, which provides that "no Commissioner shall participate in any hearing or proceeding in which he had a pecuniary interest." Furthermore, the FCC is considered to be a quasi-judicial body and, under Federal law, judges are traditionally required to disqualify themselves on matters in which they have previously testified.

Wants Federal Law Scanned

"A man can either advocate or judge a case, but he should not serve in both capacities," Stark said. "I question the wisdom and propriety of allowing Commissioner Lee to have any further responsibility in the proceedings over coin-box TV. Congress should undertake an immediate investigation to determine whether any Federal laws have been violated by Lee's ill-conceived action in prejudging the case," the New York City Council president stated.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

THE NBColorcast Sunday of Sir Laurence Olivier's "Richard III" will consume three full hours (2:30-5:30 p.m. EST), setting a time precedent. The second Shakespearean production, "The Taming Of The Shrew," co-starring Maurice Evans, Lilli Palmer and Diane Cilento, likewise in color, will be seen on the "Hallmark Hall of Fame" program March 18 at 4:00-5.30 P.M. EST. . . . David Swift, author of "Mr. Peepers" and "Janie" situation comedies, has been pacted to direct his original story, "Better Off Dead," for "Four CBStar Playhouse.". . . Reub Kaufman prexy, and Aaron Katz, veep and treasurer of Guild Films, flew to England returning in a fortnight (Ah, there Mr. Shainmark.). . . . A new Monday Nite full length film series, "Film Fair," will ABCommence March 26 with the telecasting of the J. Arthur Rank production, "The Cruel Sea," based on Nicholas Monsarrat's best-selling novel. . . . NBC's farm editor, Phillip Alampi, has been named Secretary of Agriculture for N. J. by Governor Robert B. Meyner. We can't think of a better man for the job.

☆ ☆ ☆

Nan Garcia

Lovely Nan Garcia, who literally sang her way around the world and later talked about her thrilling trip on her daily radio program, "Globetrotting With Garcia" in Washington, will start another series of programs "The Nan Garcia Show," over WOR Sunday (5:30-5:45 P.M.). Sponsored by Garcia Y Vega cigars, Nan will feature world-renowned figures of all walks of life, her initial guest being General Carlos Romulo, Ambassador from the Philippines. We predict the "Messages (programs) from Garcia" will prove most entertaining and enlightening. . . . Nelson Case, announcer on "Wide, Wide World," "Masquerade Party" and many others, flew to San Francisco, Hollywood, Miami and back to New York three times all within seven days. (Nelson must be "case-ing the country.). . . . Sid Luft has signed Gotham designer and photographer Richard Avedon, as staging and designing consultant for Judy Garland's second TV appearance, CBSponsored Sunday April 8 'live' from CBS-TV City in Hollywood by General Electric. Concert pianist Leonard Pennario will share the spotlight with Judy with Ronald Reagan hosting.

☆ ☆ ☆

When youthful Jac Hein, with a wealth of radio and TV experience, was named producer-director of the "Ernie Kovacs Show," seen Monday thru Friday mornings TVia the NBChannel, Jac selected a comparative unknown pianist, Archie Koty, to conduct the five-piece orchestra. Archie also does the orchestral arrangements accompanying the vocals by Edie Adams and Matt Dennis and to us it appears that Hein has discovered a comer in Koty. . . . Quizmaster Jack Barry of the "$100,000 Surprise," NBC-TV program, in a statement to the press yesterday, disclaimed any quarrel with either that net or Louis G. Cowan over his sudden dismissal; he feels that the producers of the program committed "a moral rather than legal indiscretion." Barry has been asked by CBS to submit a quiz program which he did entitled "21" which may tee off next month. . . . A low bow to WABD's Virginia Graham who will fly to Miami Friday to do a 20-hour Multiple Sclerosis telethon. The "Food For Thought" femcee has appeared in over 200 benefits in the past year.

Jac Hein

☆ ☆ ☆

Claudette Colbert will handle the femcee NBChores from the Century Theatre in New York during the Academy Awards simulcast on Wednesday, March 21, 10:30-12:15 A.M. EST. Jerry Lewis will handle similar duties at the Pantages Theatre in Hollywood. . . . According to scripters Martin Ragaway and Seaman Jacobs, the category of popular music is chosen most by TV Quiz Contestants with sports next. Ragaway and Jacobs compound the questions for Don Fedderson's "Do You Trust Your Wife?" CBSeries. . . . Glamourous Gussie Moran, the former tennisstar, has been re-signed by WMGM as sportscaster and will again be heard with Ward Wilson, Jim Gordon and Marty Glickman on "Warm Up Time" and "Sports Extra." . . .

Shurlock

(Continued from page 1)

plaining that only about a half- areas of subject matter are totall bidden, Shurlock pointed out what cannot be amended is the approach of the Code; that all su matter must be treated morally, and foremost, and secondarily w the confines of decency and re able good taste.

Aimed at the Family

"Our aim," Shurlock said, " make certain that films are reaso acceptable, morally, to reaso people," and to achieve this added, it is borne in mind that H wood pictures are meant for family entertainment.

Shurlock told of having dinner an Argentine Jesuit priest, a m picture fan and editor of a reli publication in Buenos Aires. priest told him that by the very standards of his publication, 85 cent of Hollywood's pictures completely acceptable. He then fully told Shurlock that where own Argentine films were conce the figures would almost have t reversed.

Because Hollywood films are signed for mass family entertainm he said, they differ fundamen from most foreign films, which ar tended primarily for adult audie "No matter how refractory the material, the purpose of the Co to treat it in such a manner, tha end result will neither frustrate intelligent, nor offend the innoc he stressed.

PCA Looked at 13,000

Referring to the 13,000 fea films passed through the Code ministration machinery since 1 Shurlock said: "It would be silly me to pretend that all of these 13 have been of the highest m calibre, but such a preponder large percentage has proven rea ably acceptable to reasonable pe that our efforts have been just and rewarded a thousandfold."

Shurlock paid tribute to M Quigley, the MOTION PICTURE D publisher, giving Quigley the n share of credit for the Code's con tion.

Shurlock called the code "univ in its application, based on natural and moral laws and sh be acceptable to Christians, J Buddhists, Moslems and Hin and referred to the fact that I and Japan have adopted it as basis for their own film regula systems.

Praises All Denominations

Declaring that Hollywood sh be interested, gradually, in ma more religious themes, he paid tri to all denominations in their ef for the betterment of films, inclu Will Hays and Eric Johnston, w he called "Towers of Protes Strength," who marched arm in with the many progressive Cat film industry leaders like Q ley and the innumerable motion ture notables of the Jewish, G Orthodox and other faiths.

ational re-Selling

I NOVAK, star of "Picnic" and The Eddy Duchin Story," is on ll-color cover of the March 5 of "Life," in adition to being cipient of a nine-page pictorial in the same issue. e" assigned Leonard McCombie otograph this new Columbia Hollywood, at home with her in Chicago, aboard the 20th ry Limited and at Ed Sullivan's ow.

•

e Conqueror," "Come Next " and "The Prisoner" are red in the March issue of "Red-

•

ded "The Sensitively Rugged eck," the March issue of "Cor- magazine devotes five pages story on Gregory Peck with to his forthcoming starring role hn Huston's "Moby Dick." A from "Moby Dick" is included g the illustrations, with caption g Peck as calling his role as "the best performance of his ."

•

ne stories are so loved by so people that they go 'round and apparently forever—like a -go-round! Such a story is usel." This is the lead sentence two-page spread that starts the ial and text story on "Carousel" e March issue of "Seventeen." ge production set photo that fills ge-and-a-half is flanked by the of some of the famous Rodgers Hammerstein songs; namely, Is Bustin' Out All Over" and Loved You."

•

he Revolt of Mamie Stover" is ecipient of a substantial plug in arch 4 issue of "Parade." Jane ll, the star of this film, and Walsh, the director, are on the cover. hoto made on location in Honowhere "The Revolt of Mamie r" is being made, is on the lead of an interesting profile of l Walsh who has been directing res for 40 years.

•

his Week Magazine's" front on the March 4 issue was de- to William Wyler's "The dly Persuasion," the new A.A. e starring Gary Cooper. The featured Richard Eyer and ntha, the goose, who according script nipped young Eyer's toe.

•

san Hayward and James Cagney n the full-color cover of "Look's" h 20 issue as an introduction he 15th Annual "Look Movie ds." There are nine pages in the devoted to the award winners.

•

orever Darling" is advertised on table of contents page in the h issue of "McCall's."

WALTER HAAS

Chi. Censors Reviewed 79 Films in February

Special to THE DAILY

CHICAGO, March 6.—A total of 79 films were reviewed last month by the Chicago Censor Board. Four were classed as "adult only" films. Twenty-four were foreign.

16mm. Suit

(Continued from page 1)

decision. Some industry officials, however, said they thought the department realized that the lower court's dismissal of the suit was so sweeping that the government would have no chance of winning an appeal.

The department said its decision not to appeal the lower court ruling ends the suit brought in 1952 against 12 film producing and distributing companies. That suit charged the companies with violating the antitrust laws by conspiring to deny 16 mm. feature films to television stations and other outlets.

Consent Decrees to Four

Four of the 12 defendants bowed out of the case via consent decrees. Then, on December 5, California District Court Judge Leon R. Yankwich dismissed the suit against the remaining defendants. He said there was no evidence the firms had conspired.

Attorney General Brownell, in announcing today the department's decision not to appeal, said that in recent weeks five of the original defendants—Columbia, Warner Brothers, Universal, Republic and RKO—had licensed or sold over 1,800 features and westerns to television. Moreover, he declared, there are reports that the other defendants are currently engaged in negotiations to release an equal number of pictures for TV.

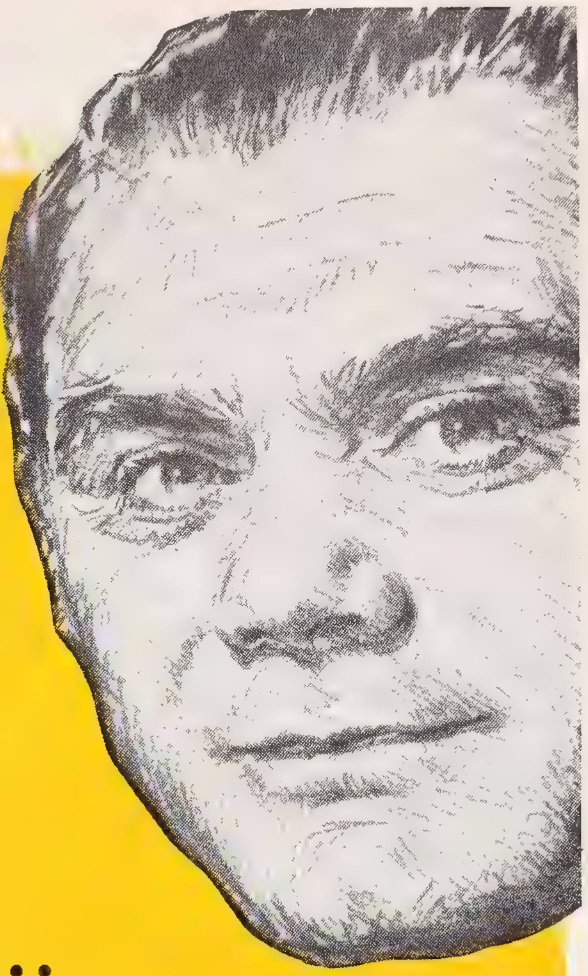
"One of the principal objectives of the suit," Brownell said, "was to make feature pictures available to television by removing allegedly illegal restraints on their sale to that medium. Inasmuch as a substantial flow of feature motion picture films from major producers to television stations has started, the continuation of the litigation would serve no practical purpose."

Twelve Defendants

Named as defendants in the original suit were 20th Century-Fox Film Corp; Columbia Pictures Corp.; RKO Radio Pictures, Inc.; Warner Brothers Pictures, Inc.; Warner Brothers Picture Distributing Corp.; Universal Pictures Co., Inc.; Screen Gems, Inc.; United World Films, Inc.; Republic Pictures Corp.; Republic Productions, Inc.; Films, Inc.; and Pictorial Films, Inc. The last four were the firms signing consent decrees.

D & C Expands

Donahue & Coe, Inc., New York advertising agency, has taken the entire 27th floor of the Americas Bldg., Rockefeller Center. It already occupies the 25th and 26th floors.



He Trusted His Young Wife Too Far... With JUBAL!

ERNEST BORGNINE
(Voted "Best Actor" by the N. Y. Film Critics, for "Marty") as SHEP

Remember his name . . .

JUBAL

. . .You'll remember his story —

—the way you remember

Columbia's "THE MAN FROM LARAMIE"

CINEMASCOPE
COLOR BY
TECHNICOLOR

Glenn Ford • Ernest Borgnine • Rod Steiger... in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture

THE NAME IS **frank sinatra**

THE PICTURE IS **johnny concho**

THE COMPANY IS **UA**

—WHAT MORE CAN YOU SAY?

His first western...
and what he does
with it is strictly
in the big Sinatra
boxoffice style!

CO-STARRING
KEENAN WYNN
WILLIAM CONRAD • PHYLLIS KIRK
with WALLACE FORD • WILLIS BOUCHEY
Screenplay by
DAVID P. HARMON and DON McGUIRE
Based on a story by DAVID P. HARMON
Directed by DON McGUIRE
Produced by FRANK SINATRA
A Kent Production

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 46

NEW YORK, U. S. A., THURSDAY, MARCH 8, 1956

TEN CENTS

Discloses

Nets Cool Programs Old Films

ket Remains Local ite Developments

MURRAY HOROWITZ

itious coolness appears to perlevision network thinking on the avalanche of old feature cently made available for TV ption on a network basis, ac- to a poll conducted by Mo- ICTURE DAILY.

onses varied from a limited n by an official of American sting Co., to a strictly handscy, voiced by a spokesman for l Broadcasting Co.

cing on a station level, a com- different reaction was ex- by an executive of DuMont sting Corp., who said the old films recently made available represent a development of

(Continued on page 6)

kwich Says He'd e 'Welcomed' an eal of 16mm. Suit

From THE DAILY Bureau

LYWOOD, March 7. – Com- on the Government's deci- forego appeal from his deci- the 16mm. case, Federal Leon R. Yankwich today said, onment of the appeal is, of a compliment to my deter- n of questions involved in the owever, the case was of such nce that I should have wel-

(Continued on page 6)

estant Liaison n Studios Stays

commendation that National of Churches of Christ con- its liaison with Hollywood was approved here yesterday meeting of the board of man- of the council's broadcasting n commission.

commission, for the past five

(Continued on page 6)

Johnston Tells Manila Press Conference

Impairment of Full Screen Freedom Disservice to Peace and Prosperity

Special to THE DAILY

MANILA, March 7.—A crippling "disservice to the cause of peace and prosperity is the impairment of full freedom of the screen," according to Eric Johnston, president of the Motion Picture Export Association, who, in a sharp attack on censorship, declared today that freedom of the screen "is an absolute prerequisite in a modern, democratic society."

Eric Johnston

Johnston, speaking at a press conference here, earlier charged that a bill now before the Philippine Congress is the "most vicious anti-film legislation I've ever

(Continued on page 2)

Loew Tex. Drive-in Hearing Next Thurs.

WASHINGTON, March 7.—Loew's request to build a drive-in theatre in the Houston suburb of Sharpstown will be heard before Judge Weinfeld in New York District Court on March 15, the Justice Department announced. Justice officials said they would reserve their position until that date, but noted that so far no opposition has been heard from any exhibitors.

Murphy, at K-MTA, Sees Bright Future; Lawler in Tax Post

Special to THE DAILY

KANSAS CITY, Mar. 7.—Complete faith in a bright future for the industry was voiced by George Murphy, Hollywood's goodwill emissary, in a talk today at a luncheon of the Kansas-Missouri Theatre Association at the Hotel President here. He expressed the firm conviction that theatre owners and exhibitors have nothing to worry about in the period

(Continued on page 6)

Coast Charity Group Elects Weingarten

From THE DAILY Bureau

HOLLYWOOD, March 7. – The Permanent Charities Committee today elected Lawrence A. Weingarten president for 1956-57, succeeding Willis Goldbeck, and reelected Walter Pidgeon campaign chairman.

Pidgeon reported that industry members had subscribed $1,158,023 in 1956 for distribution among 18 approved charities.

Coyne and O'Donnell Contact Legislators To Present Case for Admission Tax Relief

From THE DAILY Bureau

WASHINGTON, March 7.—Robert O'Donnell, chairman of the industry's tax relief drive, and Robert Coyne, one of the three-man governing body of the Council of Motion Picture Organizations, called on lawmakers today to present the industry's case for tax relief.

Coyne said he and O'Donnell did not seek any hard and fast pledges, but that the lawmakers were generally "quite receptive."

The two industry officials met with members of the staff of Senate majority leader Lyndon Johnson, who was out of town. They then lunched with the Texas House delegation, as guests of Rep. Bruce Alger of Dallas. Later they called on Senator Daniel of Texas, Rep. Dempsey of New Mexico and other legislators. They also talked briefly with members of the House-Senate tax staffs.

O'Donnell went to New York late today, and will be there until Monday. Coyne will return to New York late tomorrow.

Seek Study

TOA's Bidding Stand Puzzles Distribution

Cite the Consent Decree Obligation on the Issue

Many distribution executives registered a puzzled reaction yesterday to Theatre Owners of America's announced intent to seek the elimination of competitive bidding in the domestic market.

Walter Branson, RKO Radio Pictures world-wide distribution director, joined other sales executives in saying that the matter of competitive bidding will be studied from every point of view, considering all exhibitors as well as TOA members.

One distribution executive said that his company has, in the main, eliminated competitive bidding in small situations, but has no other legal means than continuing competitive bidding in larger situations. He said that at times competitive bidding

(Continued on page 6)

Projects Are Halted By Texas COMPO; Tax Repeal Pushed

Special to THE DAILY

DALLAS, March 7. – In order to concentrate its efforts on the Federal Admission Tax Repeal campaign, the Texas Council of Motion Picture Organizations has postponed for a year its previously scheduled 1956 campaign on "The Teacher of the Week" and promotion of Drive-in Theatre Week.

Kyle Rorex, executive director of

(Continued on page 6)

See Toll-TV Hearing Off Until Mid-April

From THE DAILY Bureau

WASHINGTON, March 7. – It probably will be mid-April before the Senate Commerce Committee gets around to hearing proponents and opponents of toll TV, officials said.

The committee, which is holding

(Continued on page 6)

PERSONAL MENTION

WILLIAM J. HEINEMAN, vice-president in charge of distribution for United Artists, is visiting London, Paris and Rome from New York.

•

MEL MORGENSTERN, shorts booker nationally for Loew's Theatres, Inc., will be married to **FRIEDA HOMNICK** of New York City on Mar. 11 at the Plaza Hotel.

•

CHARLES BOASBERG, Paramount supervisor of sales on "The Ten Commandments" and "War and Peace," has left New York for Chicago.

•

LES OLIVER, plant manager of Technicolor, Ltd., will return to London from New York today via B.O.A.C.

•

DOUG AMOS, general manager of Lockwood & Gordon Theatres, has returned to Boston from Hartford.

•

CHARLES B. SCHULER of the Columbia home office exploitation staff is in Hartford from New York.

•

JOE LEE, Detroit branch manager of 20th Century-Fox, left there Tuesday for a Florida vacation.

•

MORI KRUSHEN, United Artists exploitation manager, will leave here today for Washington.

•

DAVE CANTOR, RKO's exploitation manager, leaves New York today for Detroit.

•

GEORGE SCHUR of Paramount's branch operations department has left New York for Dallas.

•

P. T. DANA, Universal-International Pictures Eastern sales manager, will leave New York today for Detroit.

•

B. G. KRANZE, vice-president of Stanley Warner Cinerama, left here last night for Toronto.

Bigger FCC Budget Passed by House

WASHINGTON, March 7. – The House voted to give the Federal Communications Commission more money to reduce backlogs of TV and radio license applications.

The House passed a bill earmarking $7,800,000 for the FCC for the year starting July 1, an increase of $930,000 over the current year. The bill now goes to the Senate.

The House included $5,400,000 for the Federal Trade Commission, $1,137,500 over this year, and said the increase should be used for anti-merger work.

Johnston Hits Censorship

(*Continued from page* 1)

seen in any free country." He also chided those who "champion press freedom but support screen restrictions."

Declaring that the press and the screen do not belong to the publishers and producers but to the "readers and viewers," Johnston said that violations of freedoms are, therefore, an "abuse of public property. Unless the public's right to see and hear is protected, self-expression in a free society becomes meaningless."

Lists 'Three Ways'

Johnston listed three ways in which communications media may be curtailed: official censorship, prohibitive taxes and import restrictions. Terming such controls as infringements on liberty, he said they were "inexcusable and indefensible in a free society." He stressed that liberty is not license and cited the American industry's self-regulation as evidence of its "public responsibility."

Sharply critical of import restrictions, Johnston said that he saw them as a form of "vicious protectionism which only encourages retaliation." The legislation attacked by the MPEA president would impose what he called "crippling import restrictions" on motion pictures.

Passage Doubted

The proposed bill also sets up a five-member censorship board. Under the legislation, members of the censorship board must be over 40 years of age and must include at least two mothers of "well-behaved" children. The censor board, under the terms of the proposed measure, would, in effect, auction off import licenses to the highest bidder. While observers questioned whether the legislation would be passed in its present form, it was regarded as a serious threat to the American film industry.

Johnston discussed the new legislation and other motion picture matters with President Magsaysay and top Philippine officials.

UA Names Clemens Dallas Branch Mgr.

James Clemens has been appointed United Artists branch manager in Dallas, James R. Velde, general sales manager, announced. Clemens had been sales manager in the Dallas office. He replaces Duke Clark, who has resigned.

A native of Rock Island, Ill., Clemens entered the film industry in 1946 as a theatre manager with Tri-State in Des Moines. The following year he went to Dallas as a booker for Universal-International and in 1949 he was named a buyer for the Index Booking Service there. He later served two years as a buyer and booker for Rowley United, then joined the United Artists exchange in Dallas in 1953 as a salesman.

K.C. Judge to View 'Lucrezia Borgia'

KANSAS CITY, Mar. 7–Following a trial marked by heated arguments between opposing attorneys, Judge Earle W. Frost of Kansas City Municipal Court today agreed to attend a private screening of the film "Lucrezia Borgia," before ruling on a charge against James Strode, manager of the Glen theatre.

Strode was charged on Jan. 16 with the operation of an indecent show at the Glen, owned by the Dickinson Operating Company. The police, after viewing the picture at the theatre, confiscated ninety feet of film on the basis that the footage was objectionable for the public to view.

Preminger US Judge At Cannes Festival

Otto Preminger has been invited and has accepted the position as American representative on the jury of the Cannes Film Festival. One representative of each country is invited to sit on this jury.

Preminger, producer of "The Man With the Golden Arm" and "The Moon Is Blue," both issued without the motion picture code seal, was invited by Favre Le Bret, head of the Cannes Festival, which will start on April 22 and runs for two weeks.

Jas. Roosevelt Urges End of Federal Tax

WASHINGTON, March 7.–Rep. James Roosevelt (D., Calif.) said he had urged the House Ways and Means Committee to eliminate the Federal tax on motion picture theatre admissions.

He inserted in the Congressional Record the telegram recently sent California lawmakers by the Motion Picture Industry Council, protesting the tax.

"I believe," Roosevelt said, "this tax is causing a situation which deserves the attention of the Ways and Means Committee."

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable March 30 to stockholders of record on March 19.

... NEWS ROUNDUP

RKO Opens New Office

RKO Radio Pictures has op d new, temporary offices on the gr d floor of the Film Row Buildin n New Haven. Barney Pitkin is manager.

■

IATSE Signs Albany Pac

A contract, reportedly providi a wage increase and a mainten clause, between the Fabian cir Albany, and Stage Workers local 2, IATSE, was signed following a s of meetings. Stanley Warner is pected to sign an agreement with union soon, it is said.

■

Drive-In Damaged by Wi

Chase Hathaway flew from winter home in Florida to supe the reconstruction of his driv theatre in Hoosick, N. Y., afte wide-screen and part of a fence skirting it had been destroyed windstorm.

No delay in the opening dat Hathaway's drive-in is expected result of the storm.

■

"Volcano" Opens in Conn

Tomorrow night marks the ope of United Artists' "Volcano," sta Anna Magnani, at two Hartford theatres; the Parsons, Hartfor four-wall house, and B-T's Manc ter drive-in, Bolton Notch. The atres are operated by Bernie Mens of Bercal Theatres, Inc.

■

Altec Baltimore Deal

Altec Service Corp. has compl technical supervision of the s equipment accompanying the pre tation of the Todd-AO wide sc version of "Oklahoma!" at Film C Theatre, Baltimore. Altec previ acted in a similar technical s visory capacity in behalf of s equipment for the Todd-AO "C homa!" engagements at the R N. Y.; McVicker's, Chicago, and Coronet, San Francisco.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

att **Plunkett**, who has managed RKO Missouri Theatre in Kansas for the past year, has been ed manager of the RKO Orpheum Des Moines. He succeeds **Jerry** dow, who resigned several weeks

◆

ussell **Armentrout** of Louisiana, and **Jimmie James** of St. Louis the co-chairmen of the regional ting and workshop of the Mis- i-Illinois Theatre Owners Associa- to be held in Louisiana on ch 13.

◆

eorge **Sarathain**, who has been ated with the Stern Circuit for years and since 1951 as manager he Cinema Theatre in Chicago, taken over as manager of the feld Theatre in Chicago. **Tom** d, former Ziegfeld manager, has med the job as midwest director- of United Motion Pictures Or- zation.

◆

avid **Lewis**, regional director of tinental Europe for Loew's Inter- nal Corp., has been made Com- der of the Order of Merit of the an Republic. This is the highest ration a foreigner can receive and Lewis' third award from the an government in recognition of efforts for the betterment of rican-Italian relations.

◆

ndy **Coscia**, former director of ia and research for Guild Films, been appointed assistant to **Mar- Robinson**, vice-president in charge perations for Matty Fox's Western vision Corp.

ayer to Far East ‘Dolls' Campaign

ymour Mayer, regional director e Far, Middle and Near East for w's International Corp., will leave Tokyo on March 15 for an inten- pre-selling campaign in three Far cities leading to premieres of ys and Dolls."

ternational premieres are sched- for April 5 in Tokyo, April 11 in g Kong and April 13 in Manila.

ayer, who will precede the visit Samuel Goldwyn in conjunction the showings, plans an extensive ection of offices and theatres in region after April.

L. Sappington Dead

T. LOUIS, March 7.—Ernest Lee pington, a film operator for some years and a member of a pioneer Louis County family, died here. nember of the Moving Picture hine Operators Union since 1910, was a projectionist at the Rivoli atre for 20 years and had worked ost of the St. Louis theatres.

Eyeing American Market

French Form Special Committee To Promote Native Productions

By HENRY KAHN

PARIS, March 5 (Via Air Mail)—The liaison committee of the French film industry has announced the formation of a working party composed of exhibitors, producers, distributors and laboratories to examine ways and means of popularizing the French motion picture industry.

Meeting with the committee, Henry Frenay, general delegate for the French producers, said the unit would sit permanently and would attempt to get at the core of the cinema problem. "They will be put into practice within a few weeks," he said, but did not disclose the committee members.

Stating that the tendency in France today is not to produce highly spectacular films at great cost, he said American photographic techniques of CinemaScope, VistaVision and others have not made as deep an impression on the French public as had been expected. He said that if it were possible to recover as much as 80 per cent of the cost of French films in France, there would be no problem. He said that at the present time 40 per cent must come from exports.

Cooperative Formed

Frenay declared that several steps have been taken so far to reduce such costs, among them the formation of a cooperative by 20 producers who hope to achieve discounts on the cost of film stock.

"It is possible that on some items, and for some films, we might succeed in reducing costs from five to 40 per cent," Frenay added.

Commenting on the unusual success of French films in Britain, he said he hoped the motion picture industry in France could continue its policy of producing at least 10 films a year suitable for the American market. He forecast "bad days ahead" if the outlook and policies of film industries remain purely on a national level.

J. Walter Thompson To Handle RKO Ads

HOLLYWOOD, March 7.—The appointment of the J. Walter Thompson Co. as advertising agency for RKO Radio Pictures, effective immediately, was announced today by Daniel T. O'Shea, president.

The announcement disclosed that both the New York and Los Angeles offices of J. Walter Thompson will be utilized in administering the RKO advertising program.

L.A. Bow for ‘Space'

"On the Threshold of Space" in CinemaScope, 20th Century-Fox's dramatization of space experiments being conducted by the U. S. Air Force Research and Development Command, will have its world premiere on Tuesday at the Los Angeles Theatre, Los Angeles.

Rep. ‘Silver' Unit Sold in 100 Markets

Hollywood Television Service, Inc., a subsidiary of Republic Pictures, has closed deals in 100 television markets the past 15 days for its new "Silver" package, it was learned here this week.

The "Silver" package is composed of 24 features, seven of which star John Wayne.

Whet Film Interest Via Denver Contests

DENVER, March 7.—Two contests, one in each of the two dailies, is fanning interest in films, with the prizes of such nature as to interest the general public as well as confirmed contest fans. The Denver "Post", evening, is running a contest in which the entrant is required to state in 25 words or less "going to the movies is my best entertainment value because. . . ." The prize in this contest is a five-day, all-expense trip to Hollywood.

The Rocky Mountain "News", morning daily, is running its annual "Oscar" contest, in which the contestant tries to pick out the actual winners in the Academy Awards in Hollywood. The first prize in this is $250. Other prizes are theatre passes. Second prize is a year's pass to any Denver theatre.

Fox ‘Dynamo' Going To All CS Theatres

Copies of a special 1956-57 feature product issue of "The Dynamo," 20th Century-Fox sales publication, devoted exclusively to the company's releases for the next 18 months, are being distributed to operators of theatres equipped to show CinemaScope pictures in the domestic and foreign markets.

Edited by Roger Ferri, the 40-page manual describes in detail 34 CinemaScope pictures and independently produced features the company will release in the coming period, their stars and important national promotional campaigns planned.

Delay Drive-in Opening

BELLEVILLE, Ill., March 7.—Tornado damage estimated at $85,000 has delayed the reopening of the Skyview Drive-in Theatre here for another six weeks. The Bloomer Amusement Co. of Belleville originally intended to reopen March 22.

Asks ‘Trust' Action

Govt. Directed Trade Target Of Celler Bill

From THE DAILY Bureau

WASHINGTON, March 7.—House Judiciary Committee chairman Celler (D., N. Y.) introduced a bill to give the Attorney General clear authority to take anti-trust action against industries regulated by Federal agencies.

A subcommittee which he heads is investigating the question of whether the Federal Communications Commission and other regulatory agencies have preserved competition in the industries they regulate. One of the problems that has arisen is the extent to which the Justice Department is barred from action against firms in those regulated industries.

Authority Would Be Complete

The new Celler bill would clearly establish the right of the Justice Department to move against firms and industries despite action by the regulatory agencies. It would declare that anti-trust suits should not be barred on the ground that another government agency has jurisdiction over the acts challenged by the Justice Department.

11 Easter Premieres Set for ‘Alexander'

United Artists has set 11 Easter regional premieres for Robert Rossen's CinemaScope production of "Alexander the Great," William J. Heineman, vice-president, announced.

The area openings will follow the benefit bow of the picture at the Capitol Theatre on Broadway on March 28, which is being sponsored by the Metropolitan Council and Cinema Lodge of B'nai B'rith.

Key situations include Loew's Grand in Atlanta; Loew's, Buffalo; Chicago Theatre, Chicago; Loew's Stillman, Cleveland; Majestic, Dallas; Paramount, Denver; Loew's State, Houston; Fox Wilshire, Los Angeles; Loew's State, St. Louis; United Artists, San Francisco, and Loew's Capitol, Washington.

‘Largest' Drive-in Opens in Chicago

CHICAGO, March 7.—The Bel-Air Outdoor Theatre, built at a cost of nearly $1,000,000, and claiming to be the largest drive-in ever constructed, has opened here practically a month earlier than originally scheduled.

With a capacity of 2,450 cars, the theatre also includes 1,000 seats for walk-in patrons. Raymond and Jerome Marks and Martin Rosenfield are the owners of the theatre that opened with the showing of "Guys and Dolls."

THE PICTURE SELECT
EASTER ATTRACTION
RADIO CITY MUSIC HA

MARIO L

IN WARNER BROS.'

"SERENA

THE THRILL OF HIS MATCHLESS VO
AND THE QUIVERING EXCITEMENT OF
JAMES M. CAIN'S BEST-SELLER!

IN WARNERCOLOR CO-STARRING

JOAN FONTAINE

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Screen Play by IVAN GOFF & BEN ROBERTS and JOHN TWIST

Produced by HENRY BLANKE · Directed by ANTHONY MANN

Original Songs: Music by Nicholas Brodszky · Lyrics by Sammy Cahn

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REVIEW:

Don Juan

Times Film

A UNIQUE venture into the field of grand opera, "Don Juan," based in large upon Mozart's "Don Giovanni," seemingly reproduces all the gaiety, romance and regal stature of 18th century Spain that will make it a favorite at art houses.

Little expense appears to have been spared in this Times Film release in color by Agfacolor, that includes memorable performances by both the Vienna Symphony Orchestra and the ballet corps of the Vienna State Opera. For the opera lover, the film represents a new achievement in a true understanding of the famous Mozart offering. With English titles by Herman Weinberg which meet the need of normal theatregoers, "Don Juan" gives specialty theatre owners an opportunity to show a unique film.

The cast offers an inspiring performance, one that would rival any live presentation of the opera. The music is outstanding and easily understood with the aid of English titles.

Made in Vienna, it offers a fitting contribution which now marks the 200th anniversary year of Mozart's birth. For this reason lovers of grand opera should welcome this new film venture.

Running time, 85 minutes. General audience classification. For immediate release.

JACK EDEN

Protestant Liaison

(*Continued from page* 1)

years, has had a West Coast office under the supervision of George Heimrich. The liaison recommendation reads as follows "To continue and improve the script review and consultation services to studios, and to maintain a friendly, cooperative relationship with the office of the Production Code Administration."

Another approved recommendation called for an "attempt in every way possible to discover story material that will make good religious pictures, and to encourage and assist studios, producers, writers, actors, etc., to offer their talents in this field."

The recommendations were made by Heimrich. The board also approved a proposal that it study the possible writing of an acceptable "evaluation code" for motion pictures, incorporating the views of the commission.

Judge Yankwich

(*Continued from page* 1)

comed a review by the Supreme Court on the important issue of whether the Government could compel motion picture interests to furnish its product to television competitors rather than to theatre exhibitors, its old customers, for whom the product is made.

"On the whole, the free choice of competition or voluntary cooperation is vindicated, and voluntarism is the essence of democratic life."

TV Nets Cool to Old Films

(*Continued from page* 1)

"tremendous importance." "We foresee a great future use for them," the spokesman, Ted Cott, general manager of DuMont Broadcasting Corp., added.

However, on a network level, the sale of the Warner Brothers and RKO Radio Pictures film libraries, in addition to the moves made by other motion picture companies to release some of their films to TV appeared to generate little excitement.

However, that some change of attitude may be in the offing for Columbia Broadcasting System in the light of the new developments was evidenced in comments made by J. L. Van Volkenburg, president of CBS' television division. He expressed little interest in a package deal for the network, but said that CBS-TV "would not resist the idea" of televising "selected ones (feature films already theatrically released) that may be good evening fare."

ABC-TV Uses Old Films

In the past CBS-TV has never utilized old feature film for network programming. With the exception of ABC-TV, which uses feature films already released theatrically on a number of shows, the other major networks, CBS-TV and NBC-TV, have kept already-theatrically-released feature films off network programming. The market for old feature films has been to local stations for local programming and despite the huge backlog of feature films recently made available to TV, the market on the whole appears not to have expanded materially to the networks.

A spokesman for NBC-TV said that NBC-TV officials feel that the medium should be used for live programming and current films such as "Richard III," which will be premiered over that network, rather than becoming a second and third run medium for motion pictures already released theatrically. He went on to say that another factor mitigating against NBC-TV buying any packages of old feature films is the NBC's emphasis on color. He stated that only a few pictures in any package would be in color.

Not a 'Market,' Says Mitchell

Speaking for ABC-TV, a division of American Broadcasting-Paramount Theatres, John H. Mitchell, vice-president in charge of the ABC-TV network, said that it is not ABC's intent to become a feature film market. He stated that the market for the many films sold to TV interests lies in the individual stations in the individual cities. Apparently, however, ABC-TV will utilize some of the recent films made available to TV on a network basis. Mitchell recently announced a new Monday night feature motion picture program for the network, titled "Film Fair," which is to begin March 26 and run through the summer. It will be composed of American films already released theatrically. The other current feature film programs of ABC-TV are "Famous Film Festival" and "Afternoon Film Festival" which utilize British product of the J. Arthur Rank Organisation.

Cott, speaking for DuMont Broadcasting Corp. and DuMont's New York TV station WABD, was enthusiastic about the recent acquisition by TV interests of old feature films. He said it represents "substantial programming" for local stations, adding that WABD has recently successfully inaugurated a program of 30 hours a week of feature films on its daytime schedule.

Toll-TV Hearing

(*Continued from page* 1)

hearings on television industry problems, will resume next Wednesday, Thursday and Friday with further testimony from UHF stations, TV set manufacturers and other groups. On March 26, 27 and 28, it will hear network officials and next month will move on to toll TV, the officials said.

Texas Compo

(*Continued from page* 1)

Texas COMPO, said the urgency of the tax repeal campaign has made it necessary to forego all promotional projects for 1956. He added that about 25 per cent of the organization's time has been spent in the promotion of campaigns to benefit the motion picture industry.

'Jester' London Hit

LONDON, March 7.—Paramount's Danny Kaye comedy, "The Court Jester," grossed a big $14,033 in its third week at the Plaza Theatre here, marking what is said to be the highest third-week figure for the de luxe house in more than a decade.

Murphy at KMTA

(*Continued from page* 1)

ahead and that there are no signs of weakness in the film industry.

"Of course," Murphy pointed out, "there are many problems and many unanswered questions. But remember these problems have been going on for some time. The Hollywood producers and other officials are working continuously to solve those problems and as soon as the answers are found the solutions will be passed on to you."

Turning to conditions in Hollywood, Murphy cited the steps already made and being planned to improve sound and projection, and stressed that "the people engaged in production are out to produce the finest pictures ever made in Hollywood."

Joining other associations and film organizations in the effort to obtain full repeal of the Federal admittance tax, the convention selected Senn Lawler of Fox-Midwest Theatres to be area chairman of the Kansas-Missouri group. Don Burnett, newly-elected president, will name district chairman to contact Congressmen in their respective areas.

New Bedford Debu
For 'Moby'; Husto
Preparing Two Mo

John Huston's production of "M
Dick," for which sales policies
currently being formulated by
ner Brothers, will have its world
miere in New Bedford, Mass., at
end of June, according to the
ducer.

Huston, who is here to discuss
premiere plans for "Moby Dick"
to screen a print of the film
Warner Brothers executives,
that future plans revolve about
production of two films for A
Artists, "which I hope to get st
within the next couple of year

The producer, who will leave
over the weekend for Hollyw
said that Warner Brothers will
"Moby Dick" initially in key
but as to the sales terms which
be asked, "I am in the dark
this." He said that there has
some talk about "roadshowing"
116-minute film.

Wants 'Local Level' Censori

In reply to a question abou
Production Code and censo
Huston stated that he is of the
ion that "pictures should be ju
on their individual tastes and
censorship of these films shoul
conducted on a local level, in
of a national level, due to v
sectional interests and tastes.
Code Administration, he said,
needs more elasticity in its awa
of seals, should use good taste
good judgment in acting on a

TOA Bidding

(*Continued from page* 1)

works to the disadvantage of his
pany, but he saw no legal w
eliminate it.

An industry attorney conte
that competitive bidding was
stituted by the film companies
means to carry out the terms o
Paramount consent decree,
calls for the sale of films, pi
by picture and theatre by th
Another distribution executive,
ful of the multiplicity of anti
suits brought by exhibitors, said
his company daily gets requests
lawyers representing exhibitors a
that the company honor the bi
of particular exhibitor clients.

TOA's call for the eliminati
competitive bidding was made
just-concluded New Orleans a
meeting of its board of director
executive committee.

The TOA resolution stated, "
cially because of the product sho
and because of other aggravated
ditions in the present market, w
TOA view with alarm the conti
and unwarranted and unjustified
of competitive bidding. We are
pared to render all services avai
to us and within legal means to
with our members and with o
to the end of attempting to elim
competitive bidding in as many sta-
tions as possible."

All
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MOTION PICTURE DAILY

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79. NO. 47 NEW YORK, U. S. A., FRIDAY, MARCH 9, 1956 TEN CENTS

'ORIAL

ibitor Program ffectual for '56

By Sherwin Kane

TPONEMENT of the indus- y hearings by the Senate mall Business subcommittee rch 21 and 22 makes a cas- of the second of the joint tor organizations' two-point m for this session of Con- and, therefore, for this year. two-point program agreed by Allied States and Theatre s of America calls for joint g of authorization to divorced ts to engage in production, ing preemptive rights to their ct for their own theatres, and ement of industry arbitration ive of film rentals.

•

the first point, the Justice tment has indicated that it give no blanket approval of ction by divorced circuits but consider specific applications pproval of production projects submitted by individual cir-

anvass of the divorced circuits ed that none has any pro- n project on which it is plan- to go to the Department of e for authorization to pro-

•

second phase of the joint ex- r program, the regulation of entals and other selling terms, have to be realized through ation, which exhibitors hope be initiated by the Senate Business Committee, for it rs that distributors are as ant today as ever against the tary inclusion of such provi- in an industry arbitration

h the subcommittee hearings scheduled to start until late nonth, there is no prospect of ation materializing at this ses- of Congress, even should ex- rs succeed in convincing the ittee that such legislation is able.

conclusion would appear to

(*Continued on page* 2)

Congressman Rabaut Urges Toll TV Be Halted Before It Gets Started

From THE DAILY Bureau

WASHINGTON, March 8.—Rep. Rabaut (D., Mich.) said subscription television should be "stopped before it gets started."

In a statement in the Congressional Record, he said toll TV proposals were "the camel's nose under the tent" aimed at ending all worthwhile free television programs. "It is my feeling," he said, "that pay-as-you-go television is to the detriment of the American people as a whole; the extent to which it can be abused is easily imagined."

Rabaut said he felt toll TV is a "betrayal" of the millions of Americans who have bought television sets and so helped create the television industry. He said the TV industry has not given the set owners their money's worth in entertainment so far, and now some TV industry officials feel that toll TV is the way to get the industry "off the hook." The net effect of toll TV, he asserted, would be "to take the small percentage of decent shows now on the air and sell them, leaving no free entertainment worthy of the name."

Wage Dividend of $32,100,000 to Kodak Employes; New High

Special to THE DAILY

ROCHESTER, N. Y., March 8.—Eastman Kodak Co. employees in the United States will share in a wage dividend estimated at $32,100,000, largest distributed by the company thus far. The wage dividend was voted by Kodak directors last November. The wage dividend plan, begun 44 years ago, recognizes the part Kodak people have played in the success of the company.

About 50,900 eligible persons receive $30.25 for each $1,000 they earned at Kodak during the five years 1951-55. A year ago the total d.vi-

(*Continued on page* 8)

Columbia, U-I Sell Films to Hygo TV

Hygo Television Films has acquired 13 Columbia Pictures features and three Universal-International pictures for release to television, according to Jerry Hyams, Hygo TV executive.

Hyams yesterday stated that his company is offering these 16 films to independent and network outlets for immediate exhibition as part of a package of 22 feature films.

Among the 13 Columbia features are such films as "Pardon My Past," which stars Fred MacMurray, "Wreck of the Hesperus," "Two Yanks in Trinidad" and "The Walls Came Tumbling Down." The three U-I releases are J. Arthur Rank's "The Astonished Heart" and "Madeline" and "Trail of the Vigilantes."

Will Release Two 'Top' Films a Month

MontagueSaysColumbiaConvention Designed to Counteract 'Slump'

Columbia Pictures' sales convention, which is slated to open in Chicago on Sunday, was designed to counteract the current "box-office slump," A Montague, general sales manager, said here yesterday on the eve of his departure for the sessions. Describing the action as being "unprecedented," Montague said that the specific purpose of the conclave was to prepare for the release of 15 "outstanding" productions between now and September. He emphasized that the 15 pictures were only a portion of the company's contemplated releases for that period.

"We will release at a rate of better than two films a month top product of a calibre that in normal times we would release at the rate of one a month," he said.

He defined "top product" as films with "surefire box-office values," with top name stars, produced and directed by creators utilizing every production value available to Columbia. At the same time, he pointed out that other films of similar rating are to be released during the same period. Of the top 15, seven are in CinemaScope

(*Continued on page* 6)

By Pa. Station

FCC Rejects Experimental Toll TV Bid

Sees Authorization as 'Too Premature' Now

By J. A. OTTEN

WASHINGTON, March 8.—The Federal Communications Commission has turned down the request of a Pennsylvania UHF television station for permission to use subscription television on an experimental basis in order to prove public acceptance of the medium.

The request was made last July by the Penn-Allen Broadcasting Co., licensee of station WFMZ-TV on Channel 67 in Allentown. In its denial, the Commission declared that "it would be premature now" to grant

(*Continued on page* 8)

Rackmil Sees Rise In Film Industry, Records in 1956

Continued improvement in the motion picture business was forecast by Milton R. Rackmil, president of Universal Pictures and Decca Records, Inc., in an annual report of Decca mailed to stockholders yesterday.

Decca Records, Inc., which owns

(*Continued on page* 8)

Einfeld Would Use 'Talking Mailboxes'

Twentieth Century-Fox has notified the New York City postmaster that it is interested in buying spot announcements to be broadcast through the "talking mailboxes" in order to help defray the cost of the operation, according to Charles Einfeld, vice-president in charge of advertising, publicity and exploitation for 20th Century-Fox.

Einfeld, in a wire to Postmaster Robert H. Schaffer, said that the company is prepared to begin broadcasting spots advertising the CinemaScope 55 production of "Carousel" in the "talking mailboxes."

PERSONAL MENTION

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Pictures, is scheduled to return here tonight from the Coast.

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ROBERT MOCHRIE, general sales manager of Samuel Goldwyn Prods., will leave New York over the weekend for Hollywood.

•

MEYER HUTNER, Eastern publicity and advertising director for Samuel Goldwyn Prods., will leave New York on Sunday for Hollywood.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, will leave here on Monday for New Orleans and Hollywood.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, will return to New York today from Europe.

•

PAULINE GRANT, British film choreographer, will arrive here today from London via B.O.A.C.

•

LILLIAN AZA, British talent agent, is scheduled to arrive here today from London via B.O.A.C.

'Richard' Seat Sales Reported Strong

Advance ticket sales for Sir Alexander Korda's production of "Richard III," which will have its American premiere simultaneously on television and at the Bijou Theatre here on Sunday, were termed as "excellent" by Morris Helprin, president of London Film Productions of U. S. A.

The VistaVision production, which stars Sir Laurence Olivier, will debut on the TV network of the National Broadcasting Co. on Sunday afternoon and will have its theatrical debut at 8:30 p.m. the same day as a benefit for the Actors Fund of America.

Olivier, co-chairman of the benefit committee with Robert W. Dowling, will be host at the Bijou.

Name Barnes Bonded General Sales Mgr.

Wade Barnes, formerly Southwest area sales manager of the film division of General Teleradio, Inc., has joined Bonded TV Film Service here as general sales manager, Chester Ross, president of Bonded, announced.

Barnes returns to New York after a six-year absence. His last position here was as sales manager of RCA's Recorded Program Services in 1949.

Reelect Mrs. Pike Film Truck Head

DETROIT, March 8. – Following the regular annual stockholders' meeting of Film Truck Service, Inc. held three weeks ago, another was called yesterday by President Mrs. Gladys B. Pike, and attended by all stockholders.

Meeting was called in compliance with the corporation's constitution, and by-laws amended to the effect that stockholders directly elect officers and directors. Previously directors elected officers.

Mrs. Gladys B. Pike was re-elected president, and William M. Clark of Clark Theatre Service was elected vice-president. Allied Theatres of Michigan, Inc., passed a resolution authorizing its secretary, Ernest Conlon, to become secretary of Film Truck, and was so elected. Mrs. Jane V. Robinson was re-elected treasurer.

Three Board Members Chosen

The foregoing join the board of directors along with the following selected today by stockholders: R. G. Marsdon, Muskegon exhibitor; Emmett Roach, exhibitor from Hart, and Kit Clardy, Lansing theatre operator.

Film Truck Service, Inc., one of the oldest in the United States, holds unique and extremely valuable franchises. It has been in the film business over a quarter of a century and is the only such organization which services the area's 400 theatres outside Detroit.

50 Exploitation Men To Plug 'Alexander'

A force of 50 exploitation men, reported to be the largest ever employed by United Artists, will take to the field today to spearhead pre-premiere regional phases of the big $1,000,000 promotion backing Robert Rossen's CinemaScope production of "Alexander The Great," Roger H. Lewis, national director of advertising, publicity and exploitation, announced.

Initial concentration in the phase will be centered in Atlanta, Buffalo, Chicago, Cleveland, Dallas, Denver, Houston, Los Angeles, Miami, St. Louis, San Francisco and Washington.

An additional seven-man team of exploitation specialists will handle the benefit premiere of "Alexander" at the Capitol Theatre here on March 28, sponsored by the Metropolitan Council and Cinema Lodge of B'nai B'rith. Field men will operate under the supervision of United Artists exploitation manager Mori Krushen.

To Fete Miss Kerr

Deborah Kerr will be honored by Paramount Pictures at the Harwyn Club here on Sunday night following completion of her latest picture, "The Proud and Profane."

Editorial

(*Continued from page 1*)

be that if exhibitor leaders are intent upon winning some relief for theatre problems this year, they had best look in other directions than Washington.

One such might be the conference table of those with whom they trade.

To Study TV Code Here March 21-22

WASHINGTON, March 8.–The television code review board of the National Association of Radio and Television Broadcasters will meet with television network representatives later this month and will also study the proposed type of code membership which may be offered to producers and distributors of films for television.

The NARTB announced recently that it proposed to invite producers and distributors of films for television to become associate members of the code, and wrote to 500 such companies asking for comments and expressions of interest.

The code review board will meet March 21 and 22 in New York City, and on the first day of the session will confer with the continuity chiefs of ABC, CBS and NBC.

Production Drops; 22 Films in Work

HOLLYWOOD, March 8. – Five new pictures were started last week, but the completion of four others held the total number of pictures in production down to a low of 22.

Started were: "Girls In Prison," Golden State Productions, and "X–The Unknown," Hammer Prod.–Sol Lesser co-production, (Independent); "Somewhere I'll Find Him," (Metro-Goldwyn-Mayer); "Tension at Table Rock," color, and "Back From Eternity," (RKO Radio).

Completed were: "White Nightmare," (Republic); "The Black Sleep," Bel-Air, and "Step Down to Terror," Sidney Harmon's Security Pictures (United Artists); "Baby Doll," Newtown Prods. (Warner Bros.).

Petrillo Asks Repeal Of Cabaret Tax

WASHINGTON, March 8.–James C. Petrillo, president of the American Federation of Musicians, urged the Administration to support legislation reducing or repealing the 20 per cent federal cabaret tax. Petrillo made his pitch at a White House luncheon with Presidential assistant Sherman Adams and Labor Secretary James P. Mitchell.

Canadian Theatres To Spend Less in 1956, Gov't Reports

By L. M. SCHWARTZ

OTTAWA, March 8.–There wi a sharp drop in investments Canada's theatre owners in ca and repair expenditures during coming months of 1956, followi downward trend in such sper for the past couple of years, accor to a Canadian government sc here which reveals such investn will decline to only $2,700,000 year in contrast to $6,200,000 in and $10,900,000 in the year be

This official source reveals that ital expenditures in 1956 for the will drop to $2,100,000 from $5, 000 in 1955 or $9,400,000 in 1 including in 1956 $1,400,000 for struction against $2,900,000 in or $4,600,000 in 1954 and $700 for machinery and equipment ag $2,200,000 in 1955 and $4,800 in 1954.

Repair Totals Down

Repair expenditures for the during 1956 will decline to $600 from $1,100,000 in 1955 or $1,500 in 1954, including in 1956 $300 for construction from $700,000 1955 or $1,100,000 in 1954 $300,000 for machinery and eq ment from $400,000 in 1955 $400,000 in 1954.

This official source points out investments in other Canadian en prises will be up in 1956 so that current trend in theatre field i downward direction is contrary to general trend.

Mooring Syndicati Catholic H'd Colum

HOLLYWOOD, March 8. – C mencing with his column sched for publication March 16, Cath journalist William H. Mooring's "H lywood in Focus" feature, which pears weekly in 45 periodi throughout the country, will be sy cated directly by Mooring, insteac by "Tidings," Los Angeles dio weekly newspaper in which he est lished the column and which has s dicated it since 1944. The colu recently instituted "Hollywood T views."

NEW YORK THEATRI

RADIO CITY MUSIC HALL

Rockefeller Center

WILLIAM HOLDEN

PICNIC

with KIM NOVAK

Co-Starring ROSALIND RUSSEL

A Columbia Picture

and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Ci 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

C ast Sound Editors P n Screen Awards B nquet on March 15

From THE DAILY Bureau

I LLYWOOD, March 8.—The Mo n Picture Sound Editors Guild vil resent awards to members voted es in motion picture and telefilm orc uctions during 1955 at the March 15 anquet to be held at the Ver- ail s Restaurant.

iversal-International vice-presi- len Edward Muhl and M-G-M vice- re lent Dore Schary will be among he honored guests. Recipients of w ls are Patrick McCormack and d Luckey of U-I's "This Island a " for the best sound in theatri- al ms and Joe Kavigan of M-G-M's La ie" series for the best sound in le m.

ary will receive a special award ound effects used in "Battle of sburg."

turation Openings on 2 Fox Films

entieth Century-Fox has an- ced saturation bookings on two

n the Threshold of Space" will in 100 theatres in the New Eng- area starting April 18, while Man in the Gray Flannel Suit" open in 33 houses by April 19.

Screen Writers Guild Presents Yearly Awards; Tie in Voting for Laurels

From THE DAILY Bureau

HOLLYWOOD, March 8.—Some 950 screen writers, in voting their colleagues the Screen Writers Guild yearly "Best Written" honors, at that group's eighth annual Awards Dinner at the Beverly Hilton Hotel tonight, awarded Frank Nugent and Joshua Logan the "Best Written American Comedy" award for "Mister Roberts" and the "Best Written American Drama" award to Paddy Chayefsky for his screenplay of "Marty." The "Best Written American Comedy" award was presented to Daniel Fuchs and Isobel Lennart for "Love Me or Leave Me."

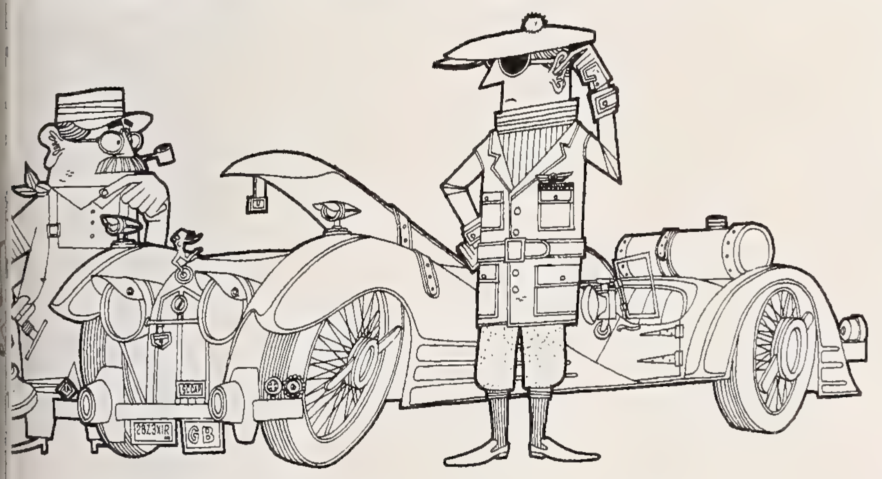
For the first time in Guild history, the Laurel Award for Achievement, voted by the entire writers' board, was given to four members, the writing teams of Francis Goodrich and Albert Hackett and to Julius J. Epstein and the late Philip G. Epstein, due to a balloting tie.

Honorary screen writer George Jessel made the address of the evening and Daniel Taradash presented the awards.

Du Mont Signs New 2-Year Labor Pact

PATERSON, N. J., March 8.—Agreement has been reached between Allen B. Du Mont Laboratories and Local 420, I.U.E., on the terms of a two-year contract which was ratified unanimously by the union's membership at a special meeting at the Plaza Hotel here.

The new contract provides for a wage increase of three per cent each year for the next two years, effective March 4. Among other provisions in the pact are liberalization of the eligibility for holiday pay, vacation pay and attendance bonus.



YOU WOULDN'T LET A PLUMBER TINKER WITH YOUR CAR!

Your car plays a vital part in the life of you and your family. You wouldn't dream of letting a plumber tinker with it.

So, too, your sound equipment is the most important property in your theatre.

It deserves the expert technical attention only ALTEC can give it. 6,000 satisfied ALTEC SERVICE customers have learned this.

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ERVICE CORPORATION

SPECIALISTS IN MOTION PICTURE SOUND
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House Loyalty Group Calls 35 of Local 47

HOLLYWOOD, March 8. — The House Subcommittee on Un-American Activities has subpoenaed 35 members of the American Federation of Musicians Local 47, currently involved in an internal conflict, to testify on April 16 before subcommittee chairman Clyde Doyle, Southgate, Calif.; Rep. Donald Jackson, Santa Monica, and Rep. Gordon Scherer, Ohio.

Members Not Named

Subcomittee investigator William Wheeler, who declined to name the individuals subpoenaed, said the action has nothing to do with the recent revolt among Local 47 members in protest against AFM president James Petrillo's handling of the AFM trust funds, declaring, "our investigation began six months ago, long before the union's internal squabble started."

The five-man committee appointed by Petrillo to investigate the Local 47 conflict began its hearings today.

Conn. Strand Sets Special Family Rates

HARTFORD, March 8.—First independent Connecticut four-wall theatre to extend special family rates this spring is the Strand, downtown, subsequent-run house in Willimantic, Conn., operated by Carim E. John.

John is offering Family Night on Monday evenings, with $1 base charge per family, regardless of number of children. Regular admission scale on other nights: Adults, 50 cents, and children, 25 cents.

The John gesture, being watched by other independent theatremen, is believed a move to put the hard-top theatre in a classification with area drive-in theatres, which normally charge no admission for children, accompanied by adults, any evening.

Show 'Conqueror' at Sea

Howard Hughes' "The Conqueror" will now be shown at sea. The RKO film has been booked for showing on the "Queen Elizabeth" for March 14 and aboard the "Queen Mary" on March 22.

TENT TALK

Variety Club News

BALTIMORE. — Baltimore Variety Club, Tent No. 19, has completed a redecoration. In addition to extensive painting and new drapes, a new canopy has been placed over the bar, in keeping with a circus motif, and a regulation pool table has been added in the card room.

Due to a heavy increase in applications, the Baltimore Tent on April 15 will close its membership list until further notice.

△

DETROIT. — Ernest T. Conlon, property master of Tent No. 5, has disclosed that the board of directors has approved the membership of Arthur Herzog, Jr. Herzog operates a film publicity office and is also Detroit correspondent for MOTION PICTURE DAILY.

△

MIAMI.—An auction of celebrities' possessions at the Fontainbleau Hotel here raised $5,000 for Variety's Children's Hospital recently. Most unusual sale was Milton Berle's cashmere sport jacket, which the comedian auctioned off himself by long distance telephone from California. A color television set, originally the door prize, brought $1,000 when the winner re-donated the set, which then was sold at auction.

△

SEATTLE.—Mrs. Maurice Saffle, Mrs. Edmond Cruea, Mrs. M. W. (Bud) Saffle, Mrs. Fred Danz, Mrs. Art Slater and Mrs. A. D. Eichenlaub have been named as a special committee of the Women's Auxiliary of Variety Club of Northwest.

'Legion' Rates Films; One Is Condemned

The latest classification of films by the Legion of Decency has resulted in the naming of one in Class "C," one in Class "B" and one in Class "A."

Reported in Class "A" was the Allied Artists' release, "The Deadliest Sin," but it was placed in the Section Two category due to its treatment of the "seal of confession," which is susceptible of misinterpretation by the uninformed, according to the Legion report.

Listed in Class "B" was "The Indestructible Man," also by Allied Artists, and termed objectionable because of excessive brutality and suggestive costuming.

Condemned by the Legion of Decency was "Sins of the Borgias," an Aidart, Inc., Pictures release, because the film's theme is of "low moral tone." The Legion said religious practices are presented in such a way as to misrepresent ecclesiastical procedure.

Paramount Starts Spring Spri

NATIONWIDE INVITATIONAL THEA
ON "THE BIRDS AND THE
TUESDAY, MARCH 2

GEORGE
GOBEL
MITZI
GAYNOR
DAVID
NIVEN

in **the**

VISTAVISION

Introducing the sensational
title song:
"The Birds and The Bees"

WITH

E SCREENINGS

ES DAY"–

*

Exhibitors, press and opinion-makers will go-go-go ...to this great, great show! Write down the date–plan to bring the family–your tickets are on the way! Come see a famous TV star grow to tremendous boxoffice stature in VistaVision!

Gobel garbles the facts of life as he sings and dances with that "Anything Goes" girl–Mitzi Gaynor in a lush and lavish romance with more music and laughs than there are birds and bees in May–the month you'll be playing it!

irds and the bees

Co-starring
REGINALD
GARDINER
FRED
CLARK

Produced by PAUL JONES
Directed by NORMAN TAUROG
Screen Play by SIDNEY SHELDON
and PRESTON STURGES
Based on a Story by MONCKTON HOFFE
Musical Numbers Staged by NICK CASTLE
New Songs by HARRY WARREN *and* MACK DAVID
Color by
TECHNICOLOR

* U.S. Weather Bureau Official Report: Spring, 1956, arrives March 20th at 10:21 A.M.—Eastern Standard Time.

REVIEW:

Golden Demon

Edward Harrison—Daiei

"GOLDEN DEMON," maintains the previous high standards set by such Japanese imports as "Gate of Hell," "Rashomon" and "Ugetsu," and is an excellent attraction for every art theatre. Enacted with skill and discrimination, the romantic tragedy unfolds with a fast, modern pace. The brilliant color by Eastman is, in itself, a box-office drawing card. The settings, photography and the expert direction can compete with any Hollywood production.

The story concerns two lovers (portrayed by the Japanese stars Jun Negami and Fujiko Yamamoto) who are separated when the girl, under the influence of her parents who are anxious to insure her financial security and their own, agrees to marry a rich young man, thinking that she can help her childhood sweetheart best by giving him financial aid to further his education which she will be able to do when married. The student, misunderstanding her motives and embittered by her rejection, leaves school and eventually develops an unsavory reputation as a pitiless money-lender. He joins forces with a female loan shark and finally both lose their total savings in a fire set by a vengeful customer. Meanwhile, the bride and her parents realize their mistake. The girl is miserable, married to a man she never loved. She leaves him and seeks forgiveness of her sweetheart. He violently rebuffs her and she attempts to commit suicide. He repents, rescues her from death and they are reunited in a totally surprising, if a somewhat make-believe final scene.

Running time, 95 minutes. Adult classification.

Balt. Theatre Firm To Acquire Parkway

BALTIMORE, March 8. – An agreement is expected to be reached very shortly whereby the Schwaber Theatres, operators of the Cinema and Playhouse here, will acquire the Parkway Theatre in the uptown business section.

The Schwaber firm, which plans to operate it in line with its other two houses, hopes to install 468 overstuffed rocking chairs and change the name to the 5 West. Art films are to be shown.

Howard Wagonheim, vice-president of Schwaber Theatres, said the purchase will be made from Jack Fruchtman, operator of the Century and the New Theatres. The conversion will start, according to reports, within two weeks and the 5 West Theatre will open the first week in May.

Susan Hayward Profiled

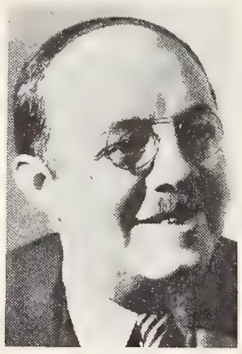
Susan Hayward is the subject of a profile in the motion picture section of the April "Coronet," on the newsstands March 20.

Columbia Doubling Feature Release Rate

(*Continued from page 1*)

and Technicolor, one is in Technicolor and the remainder in black and white.

Represented in the field are musical comedy, drama with music, comedy, romance, melodrama, adventure and science fiction as well as straight drama, Montague added. He backed his promise for early release dates by stating that the photography has been completed on all 15 films which, he said, show a remarkable balance as to story content. With this in mind, he said the convention theme will be the discussion of sales policy, releasing, advertising and promotion plans for each of the 15 major productions.



Jack Cohn

Top directors represented on the Columbia program include Robert Aldrich, Delmer Daves, Jose Ferrer, John Gilling, Joseph Lewis, Dick Powell, Richard Quine, Mark Robson, Fred Sears, Lewis Seiler, George Sidney, Daniel Taradash and Terence Young.

Producers of the 15 films, from Columbia's home lot and affiliated independents, include Irving Allen and Albert Broccoli, Julian Blaustein, Harry Joe Brown, William Fadiman, William Goetz, Sam Katzman, Fred Kohlmar, Zoltan Korda, Dick Powell, Lewis Rachmil, Charles Schneer, Jerry Wald and Philip Yordan.

A. Montague

Home office delegates to the special sales convention will begin leaving today, headed by executive vice-president Jack Cohn and vice-presidents A. Montague and Paul N. Lazarus, Jr.

Twenty-three additional top home office personnel will attend the meetings through March 16, including Rube Jackter, Louis Astor, George Josephs, Vincent Borrelli, Maurice Grad, H. C. Kaufman, Joseph Freiberg, Howard LeSieur, Jonas Rosenfield, Jr., Milton Goodman, Daniel Rothenberg, Seth Raisler, William Brennan, Al Schwartz, Robert Ferguson, Sidney Schaefer, Ray Murray, Sydney Singerman, George Berman, Nat Goldblatt, Daniel Weissman, Sam Reice and Bernard Segelin.

Also leaving this weekend from New York for the convention will be Nat Cohn, New York division manager, and local branch manager Saul Trauner.

Rising Stars Join with Top Names at Columbia

Top-name stars with proven drawing power will be presented, together with four of the most promising and upcoming newcomers, in Columbia features between now and September.

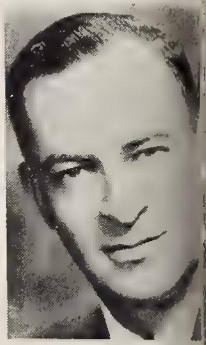
Among the newcomers are three young actresses: Felicia Farr, Valerie French and Victoria Shaw, and the youthful actor, Cliff Robertson.

The galaxy of famous names to be offered by Columbia includes June Allyson, Humphrey Bogart, Ernest Borgnine, Joan Crawford, Bette Davis, Paul Douglas, Anita Ekberg, Jose Ferrer, Glenn Ford, Barbara Hale, Laurence Harvey, Judy Holliday, Trevor Howard, Kim Hunter, Brian Keith, Paul Kelly, Janet Leigh, Jack Lemmon, Victor Mature, Cleo Moore, Kim Novak, Tyrone Power, Randolph Scott, Anthony Steel, Rod Steiger and Jan Sterling.

The 15 productions include: "Autumn Leaves," a William Goetz production starring Joan Crawford, as a woman who enters into a trouble-ridden marriage with a younger man. Cliff Robertson, new Columbia prospect, is co-starred along with Vera Miles, Lorne Greene and Ruth Donnelly. Robert Aldrich directed from the screenplay by Jack Jevne, Lewis Meltzer and Robert Blees. "Cockleshell Heroes" is the stirring story of how 10 British Marines paddled up the Bordeaux estuary in World War II to destroy vital enemy shipping, filmed on location in France in CinemaScope and Technicolor. Jose Ferrer and Trevor Howard are starred in the drama, which Ferrer also directed. The Warwick production was co-produced by Irving Allen and A. R. Broccoli. Bryan Forbes and Richard Maibaum wrote the screenplay based on factual accounts. "Earth vs. The Flying Saucers" is a science-fiction action drama directed by Fred F. Sears for producer Charles Schneer.

'Eddy Duchin Story' Slated

Also "The Eddy Duchin Story," telling of the meteoric rise to fame and the loves of the noted pianist and orchestra leader, in CinemaScope and Technicolor. A major part of the picture was filmed on location in New York, with Tyrone Power starring as Duchin, Kim Novak as his first wife, Marjorie Oelerichs, and introducing the heralded Australian newcomer, Victoria Shaw, as Chiquita, his second wife. Rex Thompson and James Whitmore are co-starred. George Sidney directed for producer Jerry Wald and Samuel Taylor's screenplay is based upon Leo Katcher's story. "The Harder They Fall," based on Budd Schulberg's best-selling novel expose of the boxing racket, starring Humphrey Bogart, is the story of how an inept South American giant is built into a heavyweight contender. Mike Lane is seen as the giant and others in the cast include former ring champions Max Baer and Jersey Joe Walcott, with many scenes filmed on locations in New York, Chicago and other fight spots. Mark Robson directed for producer Philip Yord who also wrote the screenpl "Night Bus," the CinemaScope-Te nicolor comedy stars June Ally and Jack Lemmon, produced by D Powell, who also directed fr the screenplay by Claude Biny "Jubal" stars Glenn Ford, Ern Borgnine and Rod Steiger, filmed in CinemaScope and Technicolor, Delmer Daves director, William Fadiman producer. Russell Hughes and Daves wrote the screenplay for the production from the novel, "Jubal Troop," written by Paul Wellman.



Paul Lazarus

And "Over-Exposed," starring Cl Moore in the role of a night cl photographer who has numerous ventures, Lewis Seiler directed, Le is Rachmil produced and James Gu and Gil Orlovitz wrote the screenpl from the story by Richard Sale a Mary Loos; "Rock Around the Cloc the first film devoted entirely to t new musical craze, "rock and rol the Clover production was direct by Fred F. Sears for producer S Katzman; Robert E. Kent and Jam B. Gordon wrote the screenplay. "T Solid Gold Cadillac," stars Ju Holliday a Paul Douglas the screen v sion of the Broadway co edy about girl who tur the world's bi gest corporati topsy - turve Richard Qui directed f producer Fr Kohlmar wi many scen made on loc tion in New York and Washingto Abe Burrows wrote the screenpl from the play by George S. Kaufm and Howard Teichmann. "Stor Center," stars Bette Davis as a smal town librarian who refuses to r move a controversial book from t shelves.

Rube Jackter

'Seventh Cavalry' Scheduled

Also, "Safari," filmed in Africa CinemaScope, written and direct by John Gilling for Warwick c producers Irving Allen and Albe Broccoli; "Zarak Khan," Warwic Productions Technicolor - Cinema Scope drama also co-produced b Irving Allen and Albert Broccol "The Seventh Cavalry, centered abo a search for the truth regarding Cu ter's Last Stand," a Scott-Brown pr duction for producer Joe Brown, an "Storm over the Nile," CinemaScop Technicolor spectacle-drama of th British war against the Dervish an Fuzzy-Wuzzies in the Sudan.

cenes from Columbia's op product line-up for elease in next 7 months

Four new personalities are cast in leading roles in the 15 portant films to be released by Columbia Pictures during the xt seven months.

Following in the footsteps of Kim Novak and Jack Lemmon e Felicia Farr, Valerie French, Victoria Shaw and Cliff Robert- n. Victoria Shaw, an Australian, first appears in "The Eddy chin Story." Both Miss Farr and Miss French make their buts in "Jubal" while Robertson appears in "Autumn Leaves."

ubal," a CinemaScope film, stars Glenn Ford, Ernest gnine and Rod Steiger and was adapted from the novel, ıbal Troop," by Paul Wellman.

Filmed in CinemaScope and in Technicolor, "The Eddy Duchin Story" has Tyrone Power and Kim Novak in the leading roles.

ight Bus," a Cine- Scope - Technicolor medy, stars Jack mmon and June lyson and features ngs written by John- Mercer and Gene Paul. Dick Powell oduced.

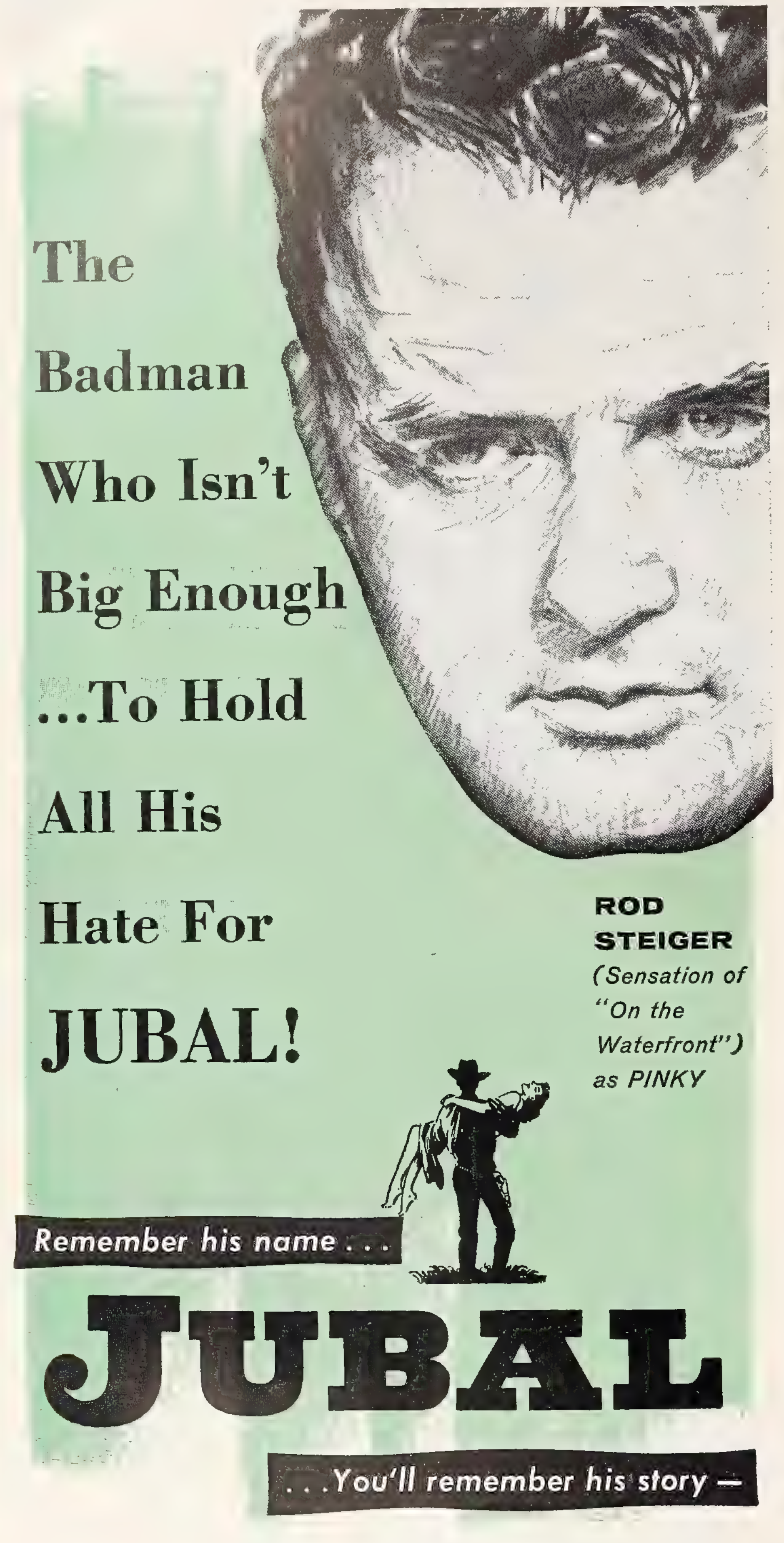
Judy Holliday and Paul Douglas are cast in the leading roles of "The Solid Gold Cadillac," a comedy adapted from the Broadway hit show. Miss Holliday portrays the girl who turns the world's biggest corporation topsy-turvy.

Humphrey Bogart and Jan Sterling are the headliners in "The Harder They Fall," based on the novel of the same name. Ring stars are featured.

TIONES
ALES
RIAGE
ENS
ENGLISH
Spoken here

The pitfalls of a trouble-ridden marriage are portrayed in "Autumn Leaves" with Joan Crawford and Cliff Robertson, a newcomer to the screen, as major stars.

Jose Ferrer directed and stars in "Cockleshell Heroes," a story of World War II heroism. It was filmed in Britain in CinemaScope and Technicolor.



The Badman Who Isn't Big Enough ...To Hold All His Hate For JUBAL!

ROD STEIGER *(Sensation of "On the Waterfront") as PINKY*

Remember his name . . .

JUBAL

. . .You'll remember his story —

—the way you remember

Columbia's "THE MAN FROM LARAMIE"

CINEMASCOPE

COLOR BY TECHNICOLOR

Glenn Ford • Ernest Borgnine • Rod Steiger... in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture

FCC Rejects Toll TV Bid

(*Continued from page* 1)

an authorization of experimental subscription television. Time is required, the FCC said, to go over the voluminous comments filed in its subscription television proceedings before it can either "make a decision concerning the further conduct of these proceedings or determine whether it would be useful at the present time to authorize experimental subscription television."

The FCC denial followed the statement made by FCC Commissioner Robert E. Lee to the Senate Commerce Committee and in "Look" magazine suggesting that subscription television might possibly be authorized on an experimental basis for use by UHF television stations need operating income.

Lee said today that he did not that the Commission's denial of Allentown station's request was pr dicial to his own proposal. "Isol cases" of authorization of subscrip television "needed further stu Lee said, and should be consid in the over-all subscription televi proceedings. Lee said he had along with the FCC decision to the Allentown station's petition.

Lee said he didn't want to dis demands of toll TV opponents he disqualify himself from F decisions on toll television becaus his recent "Look" article.

Mobile Electric Plant From Cal. to Mexico

MEXICO CITY, March 8.—In conforming to the expansion program inaugurated by Theodore Gildred, president of the Tepeyac Motion Picture Studios at Colonia Linda Vista, a suburb of Mexico City, in which thousands of dollars are being invested in new equipment, the arrival of the powerful Esco mobile electric plant from California has created a great interest in the industry here.

This mobile unit was brought to Mexico in care of Abacuc Vences, assistant manager of the Tepeyac Studios.

The plant is now being serviced and will be in readiness for use in the filming of the French super-production "La Muerte En El Jardin" (Death in the Garden), to be shot at the Tepeyac Studios starting on March 12, in which the producer, Oscar Dancigers, of Producciones Tepeyac, is arranging all details.

Merchandising Plug Given to Fox's 'Man'

"The Wall Street Journal" yesterday afforded 20th Century-Fox's "The Man in the Gray Flannel Suit" much mention in an article concerning tie-ups between art and commerce which are being used by men's wear manufacturers to perk up business.

The article, written by Dan Cordtz, dicusses the companies involved in the manufacture of clothing or accessories who are trying, through "tie-in" advertising, to identify their products as essential parts of the wardrobe of every Man in the Gray Flannel Suit.

'Anything' Here Mar. 21

Paramount's "Anything Goes," starring Bing Crosby, Donald O'Connor, Mitzi Gaynor, Jeanmaire and Phil Harris, will begin its New York engagement on March 21, at the Times Square Paramount Theatre, where it will be seen in VistaVision and Technicolor.

Rackmil

(*Continued from page* 1)

74 per cent of Universal Pictu outstanding stock, reported the hi est earnings in the history of record company.

Commented Rackmil: "We an pate that 1956 will show conti improvement . . . the continuing in the population of the country pecially in the teen-age group, ca expected to bolster motion pic attendance and the demand phonograph records."

Decca Records reported net inc for the year ended Dec. 31, 1955 cluding that from undistributed e ings of Universal Pictures of $3,7 585, equivalent to $2.37 a share the 1,602,501 shares outstandin the year-end. In the previous y comparable net income amounte $3,070,205 or $1.92 a share on same number of shares then outst ing.

Net income attributable to record division amounted to $1,9 134, before taxes, compared $1,170,926 for the preceding year

Kodak Dividend

(*Continued from page* 1)

dend payment in the United St was approximately $28,300,000 rate of $28.75 per $1,000 earne Kodak during the five-year pe 1950-54. This was the previous payment.

The wage dividend is paid in dition to regular wages and has effect on wage rates. Kodak men women who left for active duty the Armed Forces during 1955 receive the wage dividend if ot wise eligible.

Rita Gam on TV Toni

Edward L. Alperson's "Moha a 20th Century-Fox release in E man color, will receive a major plug this evening when Rita Gam pears on Edward R. Murrow's C TV network program, "Person to son" from 10:30 to 11 p.m., E Murrow will chat with Miss about her role in the picture sl for April release.

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

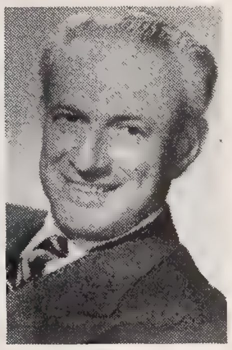
. 79. NO. 48 NEW YORK, U. S. A., MONDAY, MARCH 12, 1956 TEN CENTS

es Effort Needed

ull Tax Drive y April, Hope f O'Donnell

ptimistic, But Says ne Vital Areas Lag

pe to get the anti-tax campaign full strength by the end of onth, with local, state and re- l tax committees functioning ghout the ry, was essed here e weekend Robert J. nnell, na- l chairman e tax cam- gn, spon- by the cil of Mo- Picture Or- ations.


R. J. O'Donnell

Donnell, nmenting his return Washington, expressed optimism

(Continued on page 2)

lumbia Convention ens in Chicago

From THE DAILY Bureau

HICAGO, March 11.—Screenings utumn Leaves" and "Cockleshell es" today inaugurated the six- convention here of some 84 Co- ia Pictures' sales delegates who mapping publicity, advertising, policy and promotion plans for ilms to be released within the seven months.

Montague, vice-president and

(Continued on page 4)

ss. Again Eyeing nday License Fee

Special to THE DAILY

OSTON, March 11.—At a public ing before the legislative commit- on public safety at the State se here, Raymond J. Lord, as- nt to Commissioner of Public ty Otis M. Whitney, stated that Commonwealth is losing $43,000

(Continued on page 4)

Television Today

IN THIS ISSUE **PAGE 5**

- ▶ **Spotlighting the news in Television Today—which includes a quick round-up of 1956-57 programming possibilities.**
- ▶ **Showmakers whose names are in the news—and who is where in the industry this morning.**
- ▶ **Passing in Review—The week's highlights in shows.**

Warners Launches Spring Film Slate Today in 32 Cities

The launching of its Spring schedule with twin showings of "Serenade" and "The Searchers," which will be given special advance presentations for exhibitors and press in nationwide screenings in 32 cities was announced by Warner Brothers. Exhibitor-press showings here are scheduled for 9 a.m. today at the Criterion Theatre.

In WarnerColor and based on a novel by James M. Cain, "Serenade" will be the Easter attraction at Radio City Music Hall. National release is scheduled for April 21.

"The Searchers" is based on Alan LeMay's novel and its national release date is May 26.

ABPT Seeking More Films Coverage in Newspaper Program

Efforts to obtain more newspaper publicity on Hollywood activities are under way in a program initiated by American Broadcasting-Paramount Theatres, it was disclosed here at the weekend by Edward L. Hyman, AB-PT vice-president.

Hyman, who recently returned from the Coast, said that AB-PT affiliate circuit officials have been asked to study the tastes of local newspapers in regard to film news and communicate their findings, which, in turn, would be handed over to the studios.

The entire program, Hyman emphasized, is designed to get an ad-

(Continued on page 3)

Meet With 20th-Fox Executives

Russian Film Representatives Open Exploratory Talks for US Product

By LESTER DINOFF

Exploratory talks for the possible acquisition of American pictures by the Soviet film industry were opened here at the weekend when Russian producer-director Gregory Alexandrov and Yur Gouk, cultural attache at the Soviet Embassy in Washington, met with 20th Century-Fox executives Murray Silverstone, president of the international company, and Charles Einfeld, vice-president.

Alexandrov and Gouk, prior to the 20th-Fox meeting on Friday, declared at a press conference at the Essex House here that the Soviet representatives had "been given permission by Eric Johnston, president of the

(Continued on page 4)

Skouras Invited To Visit Russia

Gregory Alexandrov, a member of the board of the Soviet Union's Ministry of Culture, and Yur Gouk, cultural attache at the Russian Embassy in Washington, have extended an invitation to 20th Century-Fox presi-

(Continued on page 4)

New Policy

Help to Small Theatres Held Aim of Para.

Firm Officially Spells Out 'Service Contract'

Paramount at the weekend made its first official announcement of its much-discussed "liberalized sales policy" for small theatres which, the company said, was aimed at providing benefits for such theatres, including a "steady supply of the finest pictures in the company's history."

The plan, first revealed to its sales force, has been discussed pro and con by exhibitor groups and was the subject of considerable comment at

(Continued on page 2)

'U' Billings Up 25% In Feldman Drive

Universal Pictures' domestic billings for the first ten weeks of the company's current 17-weeks Charles J. Feldman annual sales drive, which started on Jan. 1, have shown an "unprecedented" rise of almost 25 per cent over the similar first 10 weeks' of the company's 1955 Feldman drive; close to 13 per cent over 1954 and approximately 9 per cent over 1953—all of them record years for the company.

C. J. Feldman

In revealing this rise in domestic business, Feldman, vice-president and

(Continued on page 4)

Says Tax Applies to Closed-Circuit TV

From THE DAILY Bureau

WASHINGTON, March 11.—The Internal Revenue Service has ruled that Federal communications taxes must be paid on amounts paid to a

(Continued on page 2)

PERSONAL MENTION

WILLIAM C. GEHRING, 20th Century-Fox vice-president, will leave New York today for New Orleans.

•

WOLFE COHEN, president of Warner Brothers International, will leave here Wednesday for London.

•

ROBERT ROSSEN, producer-director, will leave New York for London today via B.O.A.C.

•

LARRY LOUD, of the M-G-M studio trailer department, has returned to the Coast from New York.

•

MIKE SIMONS, director of M-G-M customer relations, has arrived in Kansas City from New York.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, will leave New York today for London via B.O.A.C.

•

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, and OTTO KOEGEL, chief counsel, left New York over the weekend for Hollywood.

•

HAROLD MIRISCH, vice-president, and WALTER MIRISCH, executive producer, of Allied Artists, returned to Hollywood over the weekend from New York.

Pickman and Bride On Fla. Honeymoon

Jerome Pickman, vice-president of Paramount Pictures and director of advertising-publicity, was married in the Hotel Pierre here yesterday to Minette Gordon, a New York fashion designer. The ceremony was performed by Rabbi Elias L. Solomon of Congregation Sharre Zedik.

Following the ceremony and a luncheon reception for the immediate families and friends, Mr. and Mrs. Pickman departed for a wedding trip to Florida.

W. Pa. Allied Okays TOA-Allied Pact

PITTSBURGH, March 11.—The board of directors and members of Allied Motion Picture Theatre Owners of Western Pennsylvania have gone on record and voted unanimously to approve the joint Allied-TOA program in asking that arbitration be made "all-inclusive," with the arbitration of film rentals included, and that approval be given to the divorced circuits to engage in the production and distribution of pictures.

Paramount Tells Policy Aim

(*Continued from page* 1)

the recent Allied States drive-in convention in Cleveland.

The policy provides for the sale of pictures on a flat rental basis to theatres whose previous rentals on a top attraction have yielded $100 or less.

Can Buy Far in Advance

Under the new contract, called the "Paramount Service Contract," the small exhibitor will be allowed to buy pictures as far in advance as is practicable and possible. This aspect of the policy provides for the selling of each picture individually, and in addition negotiating for a number of pictures at a time, it was stated. Each picture, the company continued, will be sold individually on its merits, with the purchase of one to be conditioned in no way on the purchase of another.

The following pictures at this time can be contracted for under the plan: "The Scarlet Hour," "The Birds and the Bees," "The Man Who Knew Too Much," "The Leather Saint," "That Certain Feeling," "Pardners," "The Mountain," "The Vagabond King," and "Hollywood or Bust."

Reissues, short subjects and newsreel issues also may be licensed under the terms of the "Paramount Service Contract." Under the plan a number of pictures which may not have been trade-shown will be offered to the exhibitor. In such cases, the exhibitor will be entitled to a cancellation privilege of 20 per cent of the total number of such pictures sold, his decision in this respect to be arrived at within 10 days after he has had an opportunity to see each picture, it was stated.

Three Top Films a Factor

Exhibitor criticism has centered around an alleged lack of review and adjustment privileges under the "Paramount Service Contract" and the failure to include three projected top Paramount pictures—"The Ten Commandments," "War and Peace" and "The Proud and Profane."

O'Donnell Objective

(*Continued from page* 1)

regarding the possibility of eliminating the Federal admissions tax, although he underscored the tremendous effort needed to see that the various proposed bills eliminating the tax are favorably acted upon.

While in Washington, O'Donnell, accompanied by Robert Coyne, special COMPO counsel, visited Congressmen on behalf of the campaign.

While expressing satisfaction with the progress of the drive to date, O'Donnell said that certain areas of the country are not up to par with the best areas. In this regard, he mentioned the New York area as one of the best in the country and praised the Hollywood groups, led by the Motion Picture Industry Council.

Nine Divisional Heads Named

O'Donnell announced the appointment of nine additional chairmen and co-chairmen of COMPO state tax committees in the campaign seeking elimination of the tax. All have accepted. Meantime, work is progressing rapidly, he said, on the organization of regional committees in all of the Congressional districts of the country.

The new state chairmen are: Southern California, Elmer C. Rhoden; Colorado, Robert Selig, Thomas C. Smiley and Larry Starsmore; Iowa, Don Smith; Kansas and Western Missouri, Senn Lawler; Maryland, Jack Fruchtman, and Oklahoma, E. R. Slocum, coordinator.

O'Donnell said he will make himself available to attend exhibitor meetings anywhere in the country on behalf of the drive.

Says Tax Applies

(*Continued from page* 1)

telephone company for leasing wires and equipment for closed circuit television broadcasts to very limited audiences.

The ruling covers the use of closed circuit television facilities for the private screening for limited audiences of special events such as business conferences, speeches and lectures. The Service had been asked whether such television activities did not constitute broadcasting and hence become exempt from Federal communications taxes.

The Service said that since the television transmissions were not intended for the general public but for rather limited audiences, they were not broadcasting and so communication taxes had to be paid for the lease of the wires and equipments used.

N. E. Ad Agency Post To Harry Browning

BOSTON, March 11. – Harry Browning has been appointed vice-president and director of the motion picture division of Gabriel Stern, Inc., advertising agency here. The Stern agency is said to be the first in New England to create a separate motion picture division for the preparation and execution of campaigns on special films and for the promotion of activities designed as boxoffice builders.

Browning, for 15 years director of publicity and exploitation for the M & P theatres and more recently district manager for New England Theatres, Inc., has been identified with the war loan drives and other charities in this territory.

Court Delays Loew's Drive-in Bid Hearing

From THE DAILY Bureau

WASHINGTON, March 11. – New York District Court has poned from March 15 to Marc the hearing on the applicatio Loew's to build a drive-in the in Sharpstown, Texas, a Houston urb. The hearing will take before Judge Noonan.

N. Y. Regents Revi Of Trailers Asked

ALBANY, N. Y., March 11.– joint legislative committee to s the publication and disseminatio offensive and obscene material, in "motion picture" section of its an many-paged report, recommen that the Board of Regents take ministrative action requiring submission of "trailers" to the mo picture division, State Education partment.

Pointing out that trailers, u current practices, are not revie "as are the pictures which they port to represent," the committee it "understood" the matter "car handled by administrative actio the regents."

It added, "the committee has been concerned with motion pic advertising and has requested motion picture division to inte its efforts to control this medium."

Emerson Rites Today

HOLLYWOOD, March 1 Funeral services will be held tomorrow for John Emerson, 84, died last Wednesday night. Emer stage and screen writer and dire and lifetime honorary president Actors Equity, is survived by his v Anita Loos.

HAWAII HOLIDAY!

7 days—$469.50
from New York, plus tax,
including hotel and air fare

Fly United DC-7 Mainliners for the fastest, most luxuriou service. Or fly United Air Coac with exclusive 2-abreast seatin comfort.

UNITED AIR LINES

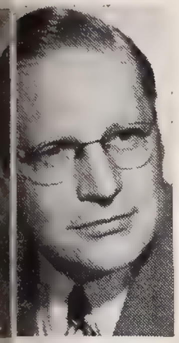
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Ci 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

BPT Seeks

(*Continued from page* 1)

build-up on pictures so that do not drop into release without roper penetration. As an exam- Hyman cited his visit to Salt City, where he found the papers only interested in material deal- with star interviews.

man said he was very favorably impressed by the 15 pictures he saw while visiting the studios. He estimated that the 15 pictures represent an investment of over $50,000,000. Commented Hyman: "After viewing these pictures and knowing they will be re- d in 1956, we were heartened now that this is an indication of we will be able to offer our ns in the next ten months."



L. Hyman

he AB-PT vice-president pointed hat the publicity program is part he 10-point program outlined re- y by AB-PT president Leonard lenson and himself.

rrington, Pioneer hibitor, Dies

TTSBURGH, March 11.—Funer- rvices were held here yesterday Fred J. Herrington, pioneer ex- or and founder of early-day ex- or associations, who died at the of 87. Herrington was active in formation of both the Motion ure Theatre Owners of America Allied States Association. He was tary of Allied Motion Picture tre Owners of Western Pennsyl- from 1921 to 1952 and a mem- of Allied States' board of direc- from 1928 to 1938.

hwalberg to Head lexander' Bow

fred W. Schwalberg, president of ts-Producers, has been appointed man of the New York Cinema ge of B'nai B'rith committee co- soring the benefit world premiere United Artists' "Alexander the t" at the Capitol Theatre on h 28, Max E. Youngstein, presi- of Cinema Lodge, announced. -sponsor of the world premiere e Metropolitan Council of B'nai , which represents more than lodges and chapters in the ter New York area.

afts Earnings Down

OLLYWOOD, March 11.—Janu- earnings for studio crafts workers ined slightly compared with De- ber's figures. January earnings aged $125.29, contrasted with ember's earnings of $127.28 for .8 hour work week.

Volks to Appeal Minn. Anti-Trust Decision

Special to THE DAILY

MINNEAPOLIS, March 11. – Lee Loevinger, counsel for William and Sidney Volk, owners of the suburban Minneapolis Terrace Theatre, has announced that he will appeal the decision of Judge Gunnar H. Nordbye in the Federal anti-trust suit brought by the Volks against eight major film distributors and two theatre circuits. The Volks were refused triple damages and a preferential run.

DeSylva Music Rights Briefs to High Court

WASHINGTON, March 11.—Briefs to the Supreme Court, involving renewal rights to musical compositions and the beneficiaries of such monies, were filed here on Friday by an attorney for the American Society of Composers, Authors and Publishers, as amicus curiae.

The court battle involves Mrs. Marie DeSylva, the wife of the late composer George D. DeSylva, and the plaintiff, Marie Ballentine as guardian of the estate of Stephen W. Ballentine, who allegedly is a son of DeSylva born out of wedlock.

Action Filed in 1952

The briefs, as filed by Herman Finkelstein of ASCAP, state that Miss Ballentine instituted a declaratory judgment action on Aug. 8, 1952, seeking a declaration that the child was entitled to share renewal rights in DeSylva's copyrights. In contrast, Mrs. DeSylva claimed she was sole owner of the renewals as the widow of the deceased and challenged the infant's claim to be a child of DeSylva.

In a subsequent summary judgment handed down by the District Court, Mrs. DeSylva's sole right to renewal monies was upheld, but the Court of Appeals for the Ninth Circuit later reversed the decision, holding that the renewal rights are for "the benefit of the surviving spouse and children together."

2 Promoted in Para. New York Exchange

Two executive promotions in Paramount's New York branch were announced by the company at the weekend.

Nat Stern has been appointed branch sales manager, replacing Jack Perley, who now headquarters at the home office as assistant to Sidney Deneau, Western sales manager.

Richard Magin has been promoted from booker to head booker and branch office manager, replacing Stern, who was elevated from those positions.

Stern joined Paramount at the New York branch in 1935, and Magin started with the company in the branch in 1928. The New York branch is headed by Myron Sattler as branch manager.

NEW

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DEVELOPING PROCESS

REVOLUTIONARY new picture quality for 16 & 35mm—Remarkably superior definition, no directional effects, minimum clumping with fine grain structure that's immediately apparent to the naked eye. As close to crystal-clear as a photograph can be. Let us show you the difference . . . you'll be amazed. DU ART JET-SPRAY developing will be available in the Spring on contract or job basis.

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** DU ART'S name for our high-speed film processing.*

'U' Billings

(Continued from page 1)

general sales manager of Universal, attributed the increase in business to the large number of high quality pictures which the company has made available since the first of the year as well as the response of the nation's exhibitors in booking the pictures and selling them in their local communities.

Citing specific pictures which have enabled the Universal domestic sales organization to run up this impressive record during the first 10 weeks of the current drive, Feldman named "The Benny Goodman Story," "All That Heaven Allows," "Never Say Goodbye," "The Spoilers," "The Square Jungle," "There's Always Tomorrow," and "World in My Corner" along with "To Hell and Back" and the combination of "Tarantula" and "Running Wild" from the pre-drive period.

Columbia Convention

(Continued from page 1)

general sales manager, is presiding over the discussions which Columbia hopes will serve to increase exploitation and counteract the current slump at the box offices.

Twenty-six delegates from the New York office have joined with 10 division managers, 33 branch managers, seven delegates from Columbia Pictures of Canada and eight division exploitation managers at the meetings.

Russia Seeks U.S. Product

(Continued from page 1)

Motion Picture Export Association, to hold talks with individual American companies.

Gouk, who acted as interpreter for Alexandrov, stated that "permission" had been granted by Johnston in Washington last month and that they have had talks with the U. S. State Department also on their plans for the exhibition of U. S. films in Russia. He did not say what the State Department's reaction was to their plans, but said that further meetings between himself, Soviet film specialists and Johnston and the State Department "would most likely take place in April," when the MPEA head returns from the Far East, where he is now.

Alexandrov, who is one of the three advisors to Nicholia Surin, assistant Soviet minister of culture in charge of motion pictures, and who is also a member of the board of the Russian Ministry of Culture, said that the Soviet Union is highly interested in:

¶ "Buying outright American product, roughly from 12 to 24 pictures annually, for commercial distribution;

¶ "Widening its contacts with foreign film industries, particularly American, by setting up an exchange of cultural, talent and technical personnel and material;

¶ "Entering into co-production deals with American producers, who would have the right to film anything they want in Russia, within reason, with Russian producers having the same right in America, so the peoples of both countries could get together and get to know each other."

Gouk, after conferring with Alexandrov on replies to all questions, stated that Russian film distribution is threefold—"there is distribution solely to trade union cinemas, to our educational system, and to our commercial exhibition, which comprises some 40,000 theatres." Commenting further on the proposed distribution of U. S. films in Russia, Gouk stated that each American film would play in "every one of our 40,000 theatres" and that it is "our hope that Russian films would be given large distribution by American theatre circuits." He said that the Russian government would allow U. S. supervision of exhibition if and when U. S. films are shown in Russia.

Yur Gouk, cultural attache at the Soviet Embassy in Washington, declared here at the weekend that Spyros P. Skouras, president of 20th Century-Fox, "had not applied for a visa to visit Russia as of last week." Skouras, a short time ago, announced his intention to visit Russia in the late summer or fall.

Expects 80 Films This Year

Alexandrov, commenting on the Russian film industry, said that the annual production budget in 1955 was 150 million rubles; that 80 films would be produced in 1956, and 150 in 1957; that there is a law in effect now prohibiting the exhibition of "war booty"; that 56 new theatres would be built in Moscow during the next four years; that an elected Arts Council at each studio approves film material; that producers "are allowed to produce anything they want"; that the purpose of Russian films is "to educate and entertain" and show all sides of life, and that the Russian film industry is "now ready for global export of its product and exhibition of product from other countries."

The producer-director for Mosfilms said that agreements have been reached with other countries concerning the exhibition of product in Russia, and disclosed that France would provide 12 films; Italy, three; Japan, four; India, 10; and England, two films, this year. Alexandrov, through Gouk, said that he hopes that a Russian film festival can be arranged shortly, with U. S. producers participating.

Once Worked in Hollywood

Alexandrov, commenting further, said that many Russian film people "have been schooled and trained in Hollywood." He revealed that he himself worked for Paramount in Hollywood in 1929-30.

Gouk, when questioned about the negotiations with individual companies, said that "these talks are only preliminary. After our meeting with 20th Century-Fox we will attempt to meet with other companies sh
He said that conferences are
rently going on with producer
Graff of National Broadcasting
pany in regard to production
television documentary in Russi

Nicholas Napoli, president of
kina, the Soviet distribution orga
tion in America, also was prese
the conference.

Invite Skouras

(Continued from page 1)

dent Spyros P. Skouras to
Moscow "in the near future," a
ing to Charles Einfeld, 20
vice-president.

The invitation to Skouras w
tended during a meeting on
between the Soviet film repre
tives with Murray Silverstone,
Fox International president, and
feld.

The 20th-Fox vice-president
that Alexandrov and Gouk ha
pressed much interest in Ci
Scope 55 and inquired into its
ability for use in Russia. He
that they also revealed that
Moscow theatres were pre
equipped with regular Cinema
equipment, "much to my sur

Einfeld stated that Alexandro
Gouk indicated that discussions
cerning the possible acquisiti
U. S. product for Russian distril
would be taken up with Sk
when he is in Moscow.

Johnston Meeting Confirme

Meanwhile, an official of the
tion Picture Export Association
firmed a statement made earl
the day by Gouk that he hac
with Eric Johnston last month
cerning the sale of U. S. fil
Russia. He said that Johnstor
informed Gouk that the sa
American films to Iron Curtain
tries, particularly Russia, is a
for industry consideration and
sion. It was also stated at that
by Johnston, the MPEA official
that any sale of U. S. films to
Curtain countries must be nego
by the MPEA, which has exc
rights to American product. Jo
had informed Gouk that it w
right to discuss this matter "in
when the Soviet Union had s
proposals prepared concernin
distribution of U. S. films in R
the MPEA representative stated.

Mass. Again Eyeing

(Continued from page 1)

a year in revenue because motio
ture theatres operating on Su
are no longer required to pay th
a year Sunday licensing fee.
fee was dropped when prior c
ship of films was ruled uncor
tional by the Massachusetts Su
Judicial Court last summer.

In attempting to reimpose th
without censorship provision, th
partment of Public Safety is co
ing it to the fee paid by juke
and other Sunday entertainment
lic places. "Moving pictures a
better than any other Sunday
tainment, which pays a fee,"
said.

JACK SHAINDLIN

wishes to thank

GEORGE GOODWIN

Founder

and

PHIL KORNHEISER

Chairman of Award Committee,

For selecting him the winner of

The Annual Clef Award

for musical direction of Cinerama Holiday

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

956-57 Programming

inite schedules for the 1956- ason won't be considered def- by any wise man until the actually are on the air. theless, a roundup of an- ed possibilities, along with eventualities, seems to be in d:

C-TV: Big increase in net- programming, especially in eekday morning and Sunday noon schedules. Inauguration lorcasts a possibility, and of aculars, a promise. Set now Command Performance, 90- te weekly filmed dramas; tre Guild Gaities, weekly 30- te live revues; another adult ern; Joan Davis' new film s; five other new half-hour series; and special, irregularly luled Theatre Guild dramas Metropolitan Opera perform- s. Warner Brothers Presents hold over, as will Disneyland. MGM Parade is a question .

S-TV: Set is Playhouse 90, ly 90-minute dramas, probably sdays to follow Climax, eight hich will be filmed by Screen s. Herb Shriner's new full- variety show. Ford Star ees will also continue. Also . Steel Show. The 20th-Fox r is doubtful, with perhaps the hour Perry Mason films sub- ting. Godfrey continuing, but slower pace. Johnny Carson daytime format.

BC-TV: An extension of color spectacular programming. A ough overhaul of the Tuesday t comedy shows, with Milton e's appearances likely to be ined to weekend specials. No day night Comedy Hour, and be the abandonment of that ept entirely. Other uncertain- are Jackie Cooper's The Peo- Choice and the Screen Direc- Playhouse. Robert Montgom- will go to 90 minutes Friday its. Matinee Theatre might olve, as could the worthy Play- ghts '56, which is losing Pon- '56.

Souting

▶ wo Hal Roach Studios execu- s are scouting for east coast ansion. They are Sidney S. n Keuren, general manager, and Jack Reynolds, commercial division production supervisor. They will be in New York this week. Mr. Van Keuren will interview for additional sales representatives. These will use New York as headquarters, servicing the east and midwest. The commercial studio to be built in Hollywood will be on the lot, and cost $210,000. It will be exclusively for telecommercial, and have permanent stages, scenic design, special optical effects and art departments, a screening room and executive offices, new electronic fade-control cameras and facilities for editing, and a staff of 30.

Follow-Up

▶ The potential advantages to the pro-toll TV interests in the opinion that toll TV should get a public test at once, expressed by FCC member Robert E. Lee in *Look* magazine (issue of March 20), became immediately apparent last week. Skiatron Electronics & Television Corporation, possessor of Subscriber-Vision, one of the three usable toll TV systems, took advertising space in the *New York Times* Thursday to cite Mr. Lee's *Look* article and stress the alleged important values of toll TV. Also, Zenith (Phonevision) common stock climbed five points from Tuesday through Thursday, reflecting "favorable" prospects, financial observers said. Elsewhere on this page is editorial comment on the matter.

Happy Valleys

▶ If Milton J. Shapp, enterprising president of Jerrold Electronics, has his way, those hundreds of Happy Valleys throughout the United States, now deprived of television because of unfriendly terrain or simple distance, will soon be receiving the bounty of the air. He has asked the FCC to modify one of its rulings to permit Jerrold to set up special "pea-shooter" relay systems to TV co-operatives in present fringe areas. Mr. Shapp's recent testimony before the Senate Interstate Commerce Committee focused attention on the burgeoning activities of community antenna systems all over the country, as well as on the still unresolved question of legality of some of these systems. Most sponsors are only too happy when a Happy Valley tunes in, but the network and station people see all sorts of complications if various craft and talent unions, syndicators, etc., get wind of it.

Off and Running

▶ The first film series to be produced for General Teleradio with the acquired RKO production facilities is now set, the series to be Bozo and His Friends, starring the Capitol Records artist, Bozo the Clown. C. R. Manby, vice-president for TV of RKO Teleradio Pictures, notes that the decision followed a 13-week trial run. Shooting starts soon at the RKO-Pathe studio, with Jay Bonafield supervising. It's to be filmed in color as a situation comedy, on a 22-minute running time, leaving eight minutes for local live portion merchandising promotional material. Full scale promotion of the series is planned.

Lots of Sets

▶ Anyone who thinks the sale of TV sets is not in the leaps-and-bounds department need only glance at the figures of the number of sets shipped to dealers over the past 10 years (1946 through 1955), as released by the Radio-Electronics-Television Manufacturers Asso-

(*Continued on page 7, col. 2*)

In Our View

To put the matter in its most charitable light, it may be recorded that a member of the Federal Communications Commission, one Robert E. Lee, bearer of an illustrious name in American history, did what his namesake would never have done: he committed a grave tactical error. There are, at the same time, more emphatic, less charitable ways to put the matter of Mr. Lee and the toll TV issue.

Here is a matter of the gravest import for divers interests across the industrial face of the nation, for the whole area of the motion picture, particularly exhibition, and for the entire television industry, as well as for the varied interests which quite obviously would be more or less seriously affected by the ultimately necessary decision of the FCC on toll TV or not. The matter lies at this juncture before the FCC, that unit of the Federal Government specifically created and charged by law with the regulation, in the public interest, of such communications media as television and anything pertaining thereto. Briefs and reply briefs have been filed, with pro and con argument filling volumes.

It is at this point that a member of that official body takes to the public prints to expound his personal belief that a public test of toll TV should be ordered, for as long a period as needed, to determine public desire. If ever there was a case of trying a case in public, this is it. It is as though a judge wrote an article for a magazine detailing his idea of judicial determination, while a case was being tried. It is to be presumed that Mr. Lee has no objection to seeing his name before the public eye, and it is likewise to be presumed that he was paid for the article in question.

He has done a distinct disservice to the FCC and the public it speaks for. He has disqualified himself so far as the toll TV issue is concerned.

—Charles S. Aaronson

Passing in Review

PAUL MUNI returned to television a week ago yesterday (Sunday, March 3) on CBS-TV's General Electric Theatre. His performance, if not the play ("Letter from the Queen") made for one of the season's highlights so far. The same evening, same channel, Alfred Hitchcock presented probably his best individual TV show, a typically macabre and funny piece about a man, John Williams, who is digging a wine cellar to hold—not the old bubbly—but his incredibly dull wife. Tuesday morning Dave Garroway and his NBC-TV Today crew took another one of their interesting journeys out-of-town, this time to Williamsburg where tireless townspeople have made careers out of walking their streets in knee britches and powdered wigs. William Dieterle was represented on NBC-TV's Screen Directors Playhouse Wednesday night. The drama was a remarkably cliche-filled essay on the hoof-and-mouth disease. The same evening, on New York's local WPIX, Paul Coates' Confidential File explored, topically, "Kid Gangs." It was graphic, dramatic and without sensationalism. CBS-TV's Climax Thursday marked the ascent to Olympia of Louella Parsons. Elsewhere in the week:

THE GORDON MACRAE SHOW. NBC-TV, ¼ Hour, 7:30 P.M., EST, Monday, March 5, 1956. Live, from Hollywood. For Lever Brothers.

With his most recent performances in "Oklahoma" and "Carousel" on the screen, Gordon MacRae has become practically a household word among entertainment seekers the country over. His voice is fine and strong, his personality appealing, and this new quarter-hour of informal melody bids fair to be a must in many homes, not only for the teen-agers, but for all sides of the family. In this initial program, he had Phil Harris as guest in an amusing give-and-take, and the Cheer Leaders quartet. Irv Lambrecht is producer-director, and Sheila MacRae and the star himself are executive producers for Kintail Enterprises. Van Alexander is music director. Pleasant, diverting and well-handled.

FORD THEATRE, "Man Without Fear," NBC-TV, ½ Hour, 9:30 P.M., EST, Thursday, March 1, 1956. Film. For Ford Motor Company.

Further proof is here in evidence that in many cases a merely adequate script is lifted high above the average by a performance of really top grade. That is notably true of Joseph Cotten's work in this program. He learns his former business partner has escaped from prison, where he had been sent as a result of a fraud for which Cotten was responsible. He also had married the partner's wife. Cotten is confronted by the partner, Raymond Burr, but shows no fear. The explanation, that he is himself near death, is offered in a fashion believable and impressive, the dramatic suspense heightened by the smooth, professional skill Cotten brings to the role.

FILM COSTS SLASHED!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film.

Add hundreds of showings to any film! Cut costs drastically!

See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

"The Film Doctors"
Rapid FILM TECHNIQUE, INC.
37-02 W. 27th Street
Long Island City I, N. Y.
Phone ST. 6-4601

CLIMAX, "The Sound of Silence." CBS-TV, 1 Hour, 8:30 P.M., EST, Thursday, March 1, 1956. Live, compatible color, from Hollywood. For Chrysler Corporation.

A group of outstanding performances characterized this television production of the play, "The Confession," by Jack de Witt. As the priest who becomes involved in a murder, Jean Pierre Aumont offered a sterling portrayal. In more than capable support were Lloyd Bridges, Raymond Burr and Mary Sinclair. The murder has taken place in the choir loft of the church, the priest is aware of the killer's identity, but the latter has effectually sealed the priest's lips by admitting his crime in the confession box. Circumstantial evidence actually points to the priest as the murderer, and he refuses to defend himself by violating the confessional. At the last moment, the detective proves the truth and wrings a confession from the guilty man, during which sequence a high degree of suspense is developed. William Lundigan, incidentally, is a genial, personable host for the program.

PRODUCERS' SHOWCASE: "Caesar and Cleopatra," NBC-TV, 1½ Hour, 8 P.M., EST, Monday, March 5, 1956. Live, compatible color, from New York. For Ford Motor Company and RCA Victor.

For a reason or reasons that may be well enough known to those on the "inside," this elaborately mounted production of G. B. Shaw's "Caesar and Cleopatra" was only a minor success and thus a major disappointment. Joseph Schrank's TV adaptation necessarily eliminated much of the original yardage, but within its own limitations was probably the best that might be expected—with the exception of a redundant prologue spoken by Anthony Quayle, who also staged the show. In the title roles, Sir Cedric Hardwick and Claire Bloom were most surprisingly off-key, the one placid and wooden and the other strident and bumptious. It is hard to believe that two such fine performers could be totally responsible for what they did, but where the blame lies is somewhat difficult to ascertain. In support Judith Anderson, Jack Hawkins, Cyril Richard and Farley Granger came out about even, a fine example of the great equalizer which TV so often is to acting talent. Kirk Browning was TV director and Donald Davis and Dorothy Mathews were supervisors.

ADVENTURE: "Snake Cults," CBS-TV, ½ Hour, 2:30 P.M., EST, Sunday, March 4, 1956. Live and film. Sustaining.

One of the non-electronic mysteries of television is why this excellent nature series, sponsored by the Museum of Natural History, in New York, has gone unsponsored for the several years of its network life. Last Sunday's v
Bill Haas' Serpentorium, K
Florida, was one of the serie
with most of the time give
to a live demonstration o
rattlesnakes, water moccasi
bras and the like are "milk
their venom. This sort of
has been captured on film
times, but never with the vi
citement which such a live
stration can impart. A cli
sequence in which Haas
with an angry 12-foot cobr
better than a month of afte
at a circus sideshow and
deal more informative. Th
action sequences were supp
by several comparatively st
film clips relating to snake
among various tribes of Am
Indians, Africans and Bu
Charles Collingwood is hos
last week was a nerve-w
one. Charles Romine is pro
Shelby Gordon, associate pr
and John Cosgrove, directo

The Show-Makers

*"The Twisted Cross," dealing with the rise and fall of Adolf Hitler, will be recreated by NBC-TV with hitherto impounded German news film on Wednesday, March 14. Producer is **Henry Salomon.***

◆

***Lee Tracy** has been signed as the star of "New York Confidential," new TV film series to be produced in New York by Television Programs of America, it is announced by TPA president **Milton A. Gordon. Walter McGraw** will produce.*

◆

*Eleven-year-old **Glenn Derringer,** who appeared on the Jackie Gleason show last year, has been signed for two appearances on "Stage Show" March 17 and March 24 on CBS-TV. "Stage Show" regularly features the **Dorsey Brothers** orchestra, the **June Taylor** Dancers and top headline acts each week.*

◆

***John Ericson** stars in "The Young and the Brave," a drama of the Korean War, on "Schlitz Playhouse of Stars" March 16 on CBS-TV.*

◆

***Ralph Bellamy** will star in "The Candidate" on the United States Steel Hour, March 14. **Daniel Petrie** will direct the teleplay, which was written by **S. S. Schweitzer.** The Steel Hour is produced by The Theatre Guild.*

◆

Jack Benny, Fredric March, Peggy Lee** and **Elsa Lanchester** are among the Hollywood luminaries in a musical-drama adaptation of the **George Kelly** comedy, "The Flattering Word," to be presented in color on the Chrysler-sponsored "Shower of Stars" March 15. Producer and director is **Ralph Levy.

THAT MAN Garroway has signe
self another contract, long term
with NBC, according to Thom
McAvity, vice-president in charge
NBC Television Network, left
Beside him is Robert W. Sarnoff,
dent of NBC, and pen in hand,
Garroway. The still-young man
rate as one of the brightest pa
the NBC book, because that's wl
started as back in 1937.

***Dick Powell** stars as a p
warden in "To Die at Midn
on "Singer Four Star Playh
March 15. The cast includes
**Harris, Alexander Campbell,
Barton** and **Dee Carroll.** The
play was written by **Michael
sier** and directed by **Don We***

◆

*A musical version of "A Be
Adano" will be presented on
TV's "Ford Star Jubilee" in
June 2, it is announced by **Hu
Robinson, Jr.,** CBS-TV vice-
dent in charge of network
grams.*

◆

***Dorothy McGuire, John For
and Ann Rutherford** are the
of "Pale Horse, Pale Rider,"
"Climax!" March 22 on CBS
F. W. Durkee, Jr. did the sc
Producer is **Martin Manulis.** D
tor is **John Frankenheimer.***

OF COMMAND. Some of the leaders at the convention in New York k of the executives from the ABC home office and their station network. usual order are, seated: Sterling C. Quinlan, vice-president in charge of Chicago; Robert E. Kintner, ABC president; James G. Riddell, president eral manager, WXYZ, Detroit, and John S. Hansen, general manager, KABC-Hollywood. Standing: James H. Connolly, vice-president supervising the ncisco office; Selig J. Seligman, general manager, KABC-TV, Hollywood; L. Stone, general manager, WABC-TV, New York, and Michael Renault, manager, WABC, New York.

ho's Where

; **NELSON**, assistant to **:STER L. WEAVER, JR.**, an of the board of the National Broadcasting Company, has ımed programming manager C-TV's large-scale "Project ies by its producer, **HENRY ION.**

Film Syndication announced ion of its midwest sales division nd the appointment of two ı broadcasters to staff the ffices, which will be in St. and Minneapolis, respective- **OWARD ANDERSON**, mid-ivision manager in Chicago, ıced that **J. CHRIS HETH-TON** will have headquar- St. Louis and **THEODORE LD** will be based in Minne-

tion of a new recording, and television division for Crowell-Collier Publishing ny has been announced by **C. SMITH**, president. The livision will be headed by **AM A. H. BIRNIE**, a vice-ent and former publisher of *n's Home Companion.* Mr. also announced the appoint- of **WILLIAM H. FOWLER**, ly vice-president of Capitol ls, Inc., as manager of the ing department in the new n.

RT F. LEWINE, vice-presi- n charge of programming ılent for the ABC-TV net- and **GORDON GRAY**, gen- nanager of WOR-TV, have ed invitations to serve as ıry special chairmen in the ınications field for the 12th l observance of National y School Week, April 9-15.

ENCE H. BUCK has joined Spot Sales in Chicago as an ıt executive. He was for- with WABD, New York.

SPOTLIGHT

(Continued)

ciation. The total is 43,099,796, ranging from New York's 5,432,000 down to Wyoming's 22,997 and Alaska's 12,986. Receiving and cathode ray tube sales are also moving upward in recent months, the RETMA reports from Washington.

Future in Canada

▶ The Canadian Association of Radio and Television Broadcasters said in Ottawa last week the industry's growth would increase if private stations were allowed to form networks and there was competitive licensing of TV stations. In a brief presented to the Royal Commission on Canada's Economic Prospects at a hearing, the Association, representing 138 private radio and 25 private TV stations, said that in 34 years non-government broadcasting has developed into a major industry "which is responsible for a present worth of capital investment by stations and listeners of over $830,000,000 responsible directly or indirectly for annual expenditures of more than $50,000,000." Private stations are prevented from keeping pace with Canada's expansion by the unknown future of the Canadian Government's policy in this industry, the Association charged.

British Films

▶ While British television appears concerned over the number of American programs and films used on the now commercial British TV, the British film industry continues to enjoy a field day with its motion picture product on American TV, while at the same time British film production leaders, notably John Davis of the Rank Organization, complain about the little use of British films in American theatres. Now comes a new program over ABC-TV, Film Fair, Monday evenings beginning March 28, with a weekly showing of J. Arthur Rank British films, starting with "Cruel Sea."

Accentuate the—

▶ There's an accent on the positive in the emergence come Sunday, April 8 of a new weekly program with the practically inevitable title, the $64,000 Challenge, over the CBS-TV network, in the 10 P.M., EST spot. Revlon, sponsor of you know what, and Kent Cigarettes will jointly sponsor the first two of the new series, then alternate. The format calls for a "challenger" to compete against previous winners of the $64,000 Question, and a number of perspiring, aspiring candidates are under screening for the somewhat coveted master of ceremonies spot.

TV Culture

▶ There is perhaps more of significance than appears on the surface in the report of the current visit to Europe of Sol Hurok, famed concert impresario, hunting talent for future programs on NBC-TV, for which he is a consultant. The significance lies in the indication of continued effort on the part of the network operation to seek out and offer to a selective public the best that can be obtained of a cultural nature. When, however, the announcement cites Mr. Hurok's plan to explore with Soviet officials the possibility of wider cultural exchange between the U. S. and Russia, we find ourselves quite interested, but a shade skeptical.

RETMA Meets

▶ TV executives will be in attendance when the Radio-Electronics-Television-Manufacturers Association holds its annual Spring conference at the Biltmore in New York, tomorrow through Thursday. Technical matters will concern the delegates to a large extent, with committee sessions followed by a meeting of the board of directors the final day.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: EMMY NOTES—The TV audience watching the Emmy Awards telecast Saturday night will find the background setting for the presentations at New York's Waldorf ballroom and Los Angeles' Pan Pacific auditorium so well matched that the only way they'll be able to identify the location of the winners will be by the m.c.s: ***John Daly*** handling for the east and ***Art Linkletter*** introducing winners in the west.

The Pan Pacific will have three 9 x 12-foot viewing screens with a generous supply of monitors to give its 2,200 guests a closeup of the event.

Someone got the bright idea of seating NBC interests on one side of the huge room and CBS competitors on the other side.

Dave Chasen is catering the dinner with four special kitchens set up in every corner of the building to facilitate the service.

Oldsmobile bought the 35 seconds of station break time alloted for the hour and a half show. Only four commercials will be integrated for a total of nine minutes on the entire program. Last year there were five.

NBC bought the rights to this year's event from ATAS for $30,000. Last year the Academy received $25,000. Question: How much will it cost Oldsmobile?

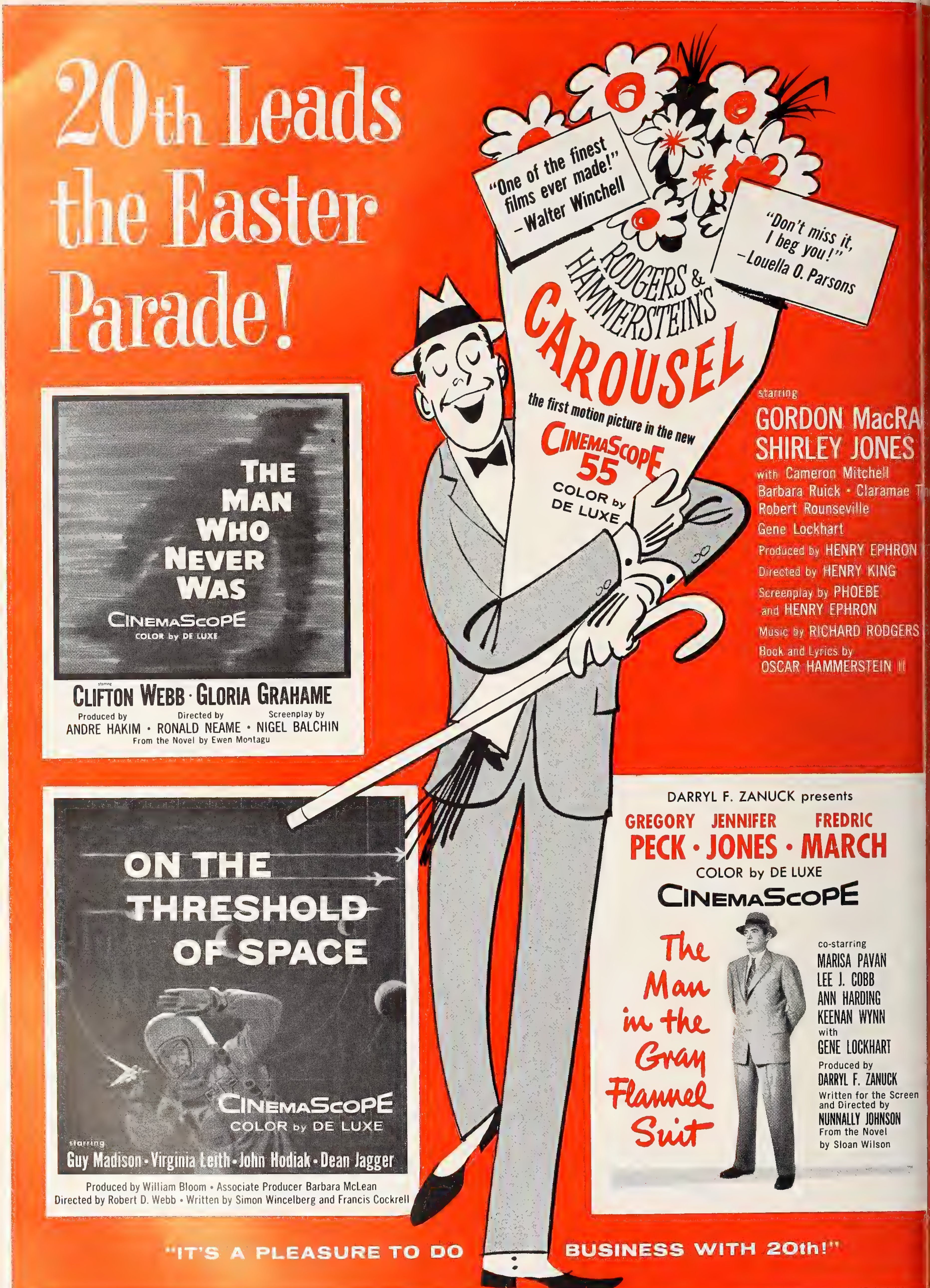
Can't help thinking that the hour for the Technical Awards, which will follow the network telecast, over a New York-Los Angeles closed TV circuit, will be competing with the noise of a bunch of hungry diners out west.

The new multi-million dollar Los Angeles International Motor Raceway, which will open in mid-summer, will have a system of closed circuit TV cameras and monitor screens spread around strategic areas to give the paying customers a chance to watch every turn and progress of the race around the five-and-one-half-mile course. Arrangements have been made so that the circuit can be connected with standard broadcast TV for telecasting important events.

◆

KTTV's advance campaign on "Code 3," ***Hal Roach, Jr.'s,*** new film series produced in cooperation with the office of ***Eugene W. Biscailuz,*** Sheriff of L.A. County, garnered plenty of fourth estate interest. ***Reavis Winckler,*** the station's publicity director, started the suspense rolling with a daily envelope containing the number 3. The number arrived at each mail delivery. It came in different sizes, colors and material. Then we started getting handcuffs, police whistles, sirens and jailor's keys. We started preparing an alibi for our whereabouts last night just in case the sheriff himself walked in. . . . The entire stunt wound up with a press party at the Versailles with a special preview telecast. The place was loaded with sheriffs from all the surrounding counties as guests of genial Gene Biscailuz. ***Bill Welsh,*** KTTV's special events commentator, was at the mike to describe the event. . . . Rheingold Brewing Company sponsors the new series through its agency, Foote, Cone and Belding.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.



20th Leads the Easter Parade!

"One of the finest films ever made!"
—Walter Winchell

"Don't miss it, I beg you!"
—Louella O. Parsons

RODGERS & HAMMERSTEIN'S
CAROUSEL
the first motion picture in the new
CINEMASCOPE 55
COLOR by DE LUXE

starring
GORDON MacRA
SHIRLEY JONES
with Cameron Mitchell
Barbara Ruick • Claramae T
Robert Rounseville
Gene Lockhart
Produced by HENRY EPHRON
Directed by HENRY KING
Screenplay by PHOEBE and HENRY EPHRON
Music by RICHARD RODGERS
Book and Lyrics by OSCAR HAMMERSTEIN II

THE MAN WHO NEVER WAS
CINEMASCOPE
COLOR by DE LUXE

starring
CLIFTON WEBB · GLORIA GRAHAME
Produced by ANDRE HAKIM • Directed by RONALD NEAME • Screenplay by NIGEL BALCHIN
From the Novel by Ewen Montagu

ON THE THRESHOLD OF SPACE
CINEMASCOPE
COLOR by DE LUXE

starring
Guy Madison • Virginia Leith • John Hodiak • Dean Jagger
Produced by William Bloom • Associate Producer Barbara McLean
Directed by Robert D. Webb • Written by Simon Wincelberg and Francis Cockrell

DARRYL F. ZANUCK presents
GREGORY PECK • JENNIFER JONES • FREDRIC MARCH
COLOR by DE LUXE
CINEMASCOPE

The Man in the Gray Flannel Suit

co-starring
MARISA PAVAN
LEE J. COBB
ANN HARDING
KEENAN WYNN
with
GENE LOCKHART
Produced by DARRYL F. ZANUCK
Written for the Screen and Directed by NUNNALLY JOHNSON
From the Novel by Sloan Wilson

"IT'S A PLEASURE TO DO BUSINESS WITH 20th!"

All
e News
That
s News

MOTION PICTURE DAILY

Concise
and
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79. NO. 49 NEW YORK, U.S.A., TUESDAY, MARCH 13, 1956 TEN CENTS

ings Look Good'

ldenson Is ery Hopeful' Production

s Studios Recognize d for New Talent

e production situation in Holly- today was described as "very ul" by Leonard H. Goldenson, lent of American Broadcasting- amount tres, here rday upon eturn from -week trip he Coast, e he visit- he studios conferred studio ex- ves.

said he is e encour- d by the ires he had ned while he Coast, in addition to being ened by the studios' recognition

L. H. Goldenson

(Continued on page 6)

SMA and TEDA nalize Show Plans

nal details of agreement have worked out between Theatre ipment and Supply Manufac- s Association (TESMA) and the tre Equipment Dealers Associa- (TEDA) for participation in the coming motion picture industry's national trade show at the New Coliseum, starting on Sept. 20, rding to a joint announcement

(Continued on page 6)

gas' Bow Tonight Aid Olympic Fund

umerous stars of track, field and r Olympic events will join tonight leaders in the civic and enter- ment life of the city to attend premiere performance of M-G-M's et Me in Las Vegas" at the Astor atre here. All proceeds from the ormance will go to the United

(Continued on page 6)

Except Spain and Denmark

European Prospects 'Good' Alfred Daff Reports Here

Prospects in Europe for the American film companies look "generally good," with the exception of Spain and Denmark, Alfred E. Daff, executive vice-president of Universal Pictures, said here yesterday.

Daff, who recently returned from a 10-day tour of Europe, said that it is now recognized that Hollywood makes pictures with a global outlook, and that the improved quality of Hollywood product, plus the better economic conditions there, have combined to make

Alfred E. Daff

(Continued on page 6)

'U' Quarterly Net $1,122,420

Universal Pictures and its subsidiary companies' net earnings for the quarter ended on Jan. 28 totaled $1,122,420 or $1.10 per common share as compared to the $1,136,928 and $1.08 per share earned for the comparable 1955 period, the company announced yesterday.

Taxes during the 13-week period

(Continued on page 6)

Reelect Chaplin Head Of Canadian MPDA

Special to THE DAILY

TORONTO, March 12.—Charles S. Chaplin, Canadian general manager of United Artists, was elected for a second term as president of the Canadian Motion Picture Distributors Association of Canada. Chaplin also is vice chairman of the Canadian Motion Picture Industry Council.

Shor at Closed Meet Of Gulf States Allied

Special to THE DAILY

NEW ORLEANS, March 12.—Allied Theatre Owners of the Gulf States ninth annual convention opened here at the Roosevelt Hotel today starting with registration, which followed Warner Brothers invitational screening of "The Searchers" and

(Continued on page 6)

REVIEWS:

The Searchers

Warner Bros.—VistaVision

THE BEST PART of the good news about "The Searchers" is that the great director John Ford, after dealing with other and less rewarding subjects in recent years, has turned once again to the western genre—where he has no peer. In most of his biggest successes in that medium—from "Stagecoach" in 1939 all the way down to "Rio Grande" in 1950—he has had the box-office giant John Wayne as his star. Their reunion in "The Searchers" is a happy occasion for all concerned—and especially for ex-

(Continued on page 4)

Serenade

Warner Bros.

HOLLYWOOD, MARCH 12

THE MARIO LANZA following is in for a full measure of their favorite's singing—more than 60 minutes of it, collectively—in this WarnerColor production of a James N. Cain novel that's been re-fashioned to fit becomingly the personality and talent of today's top acting tenor, never heard in better voice than in the 16 song numbers performed in the course of 121 minutes of running time that seem no more than the conventional 90.

The tenor has excellent cast

(Continued on page 4)

'Ten Commandments'

To Roadshow Biblical Film In LA, NY 1st

Para. Plans Nov. Bow; Others Before 1957

By MURRAY HOROWITZ

Paramount Pictures will kick off Cecil B. DeMille's "Ten Commandments" in roadshow engagements beginning in November, with New York and Los Angeles slated to be the initial cities, it was learned here yesterday.

The Warner Beverly Theatre in Los Angeles already has been lined up for the West Coast debut, while negotiations still are under way for the New York Broadway outlet.

Following the New York and Los Angeles opening, Paramount, it was learned, plans to open the picture on a two-a-day basis in from six to eight other cities in the U. S. and Canada by the end of the year.

Meanwhile, it is understood Paramount is mulling various sales methods for exhibition of the picture.

House Group Rejects D.C. Tax Proposals

From THE DAILY Bureau

WASHINGTON, March 12.—The full House District Committee rejected the suggestion of District of Columbia commissioners for a new two per cent district admissions tax and a two per cent tax on film rentals.

A special House-Senate subcommittee had earlier turned down the commissioners on these points, included by the commissioners in a comprehensive tax increase package. The

(Continued on page 6)

Hollander Due Back At B & K in April

From THE DAILY Bureau

CHICAGO, March 12.—William Hollander, head of publicity and advertising for Balaban & Katz Theatres here for more than 35 years, is expected back from Florida in April after recuperating from a recent

(Continued on page 6)

PERSONAL MENTION

DANIEL T. O'SHEA, president of RKO Radio Pictures, has arrived in New York from Hollywood, and will leave here at the end of the week for Florida.

•

Joseph H. Bisdale, head of the Paramount home office print department, is the father of a son born here to **Mrs. Bisdale** at the New York Medical Center.

•

John Sutherland, president, and **Howard Roessel**, production manager, of John Sutherland Prods., will leave New York today via B.O.A.C. for Cairo, Egypt.

•

William J. Heineman, vice-president in charge of distribution for United Artists, will return to New York from Europe on Thursday.

•

Arthur Silverstone, 20th Century-Fox assistant general sales manager, is at Mt. Sinai Hospital here for minor surgery.

•

Robert Ardrey, M-G-M screenwrite, is scheduled to arrive in New York at the weekend from Hollywood.

•

Manny Reiner, I.F.E. Releasing Corp. general sales manager, has returned to New York from Chicago.

•

Ann Strauss, M-G-M studio publicist, has arrived here from Hollywood.

•

Norman Katz, Associated Artists vice-president, has left here for Europe.

•

Herbert Wilcox has arrived in New York from London via B.O.A.C.

•

Lew Kerner, producer, has arrived in New York from the Coast.

'Backlash' Premiere In Texas Tomorrow

Universal's "Backlash," which is scheduled to have a series of territorial saturation openings during March, will have its world premiere at the Majestic Theatre in Houston tomorrow.

The Houston opening will be followed by openings on successive days at the Majestic in San Antonio, Thursday; at the Majestic in Dallas, Friday, and at the Worth in Fort Worth, Saturday, launching a series of territorial saturation openings in the Texas territory and followed by openings in other territories. Richard Widmark, co-star, is participating in the Texas territorial saturation drive.

'Richard III' TV Showing on Sunday Affected Theatre Business Slightly

Motion picture theatre business across the nation on Sunday afternoon was "slightly off" in neighborhood houses due to the telecast of "Richard III" over the facilities of the National Broadcasting Co., according to a number of independent and circuit theatre executives, who were of the opinion that the matinee TV showing of the London Film Production VistaVision feature "didn't do us any good."

An official of NBC-TV stated here yesterday that an estimated 40 to 50 million audience, "the largest daytime audience ever," viewed the "Richard III" show. He said that the 15-city Trendex rating for the 2:30 to 5:30 P.M. TV show averaged 19.0.

Theatre executives at Broadway houses indicated that business on Sunday afternoon in theatres which have been having lengthy runs with their attractions was a little below their previous Sunday figures, "but that is normal," one executive stated. Another said that theatre attendance "was about par for a Sunday matinee" despite the heavy amount of advertising and publicity, in newspapers and on television, prior to the telecast. Lay press reviews of the "Richard III" telecast were all highly favorable, with some reviewers making mention of the fact that color reception was far better than black-and-white.

Fox Will Release 7 In April, May, June

Seven feature productions, all in color and six of which are in CinemaScope, will be released by 20th Century-Fox during April, May and June.

Following the late March premiere of Darryl F. Zanuck's "The Man in the Gray Flannel Suit," the company's Easter holiday release, the three-month slate is as follows:

In April the company will release "Hilda Crane," a Herbert Bayard Swope, Jr., production, directed by Philip Dunne; "The Revolt of Mamie Stover," a Buddy Adler production, directed by Raoul Walsh; "Mohawk," an Edward L. Alperson production, directed by Kurt Naumann.

Scheduled for May are: "23 Paces to Baker Street," a Henry Ephron production, directed by Henry Hathaway, and "The Proud Ones," a Robert L. Jacks production, directed by Robert Webb.

The two productions slated for June are: "The Sixth of June," a Charles Brackett production, directed by Henry Koster, and "One in a Million," produced by and starring James Mason, directed by Nicholas Ray.

Charles Noone Back As Senate Counsel

WASHINGTON, March 12. – Charles Noone has returned to his former post of counsel of the Senate Small Business Committee.

Noone was counsel to the committee during the motion picture industry hearings in the 83rd Congress, then left to become security officer at the U. S. Information Agency. He returned to the committee staff effective March 1, it was learned, and will take part in the coming motion picture hearings on the 21st and 22nd.

Top Product Offsets Omaha Competition

OMAHA, March 12. – First-run houses here are using top product to offset heavy opposition of live talent and a near blizzard here.

Live talent over the weekend included Omaha Sports Show at City Auditorium, Ice Capades at Ak-Sar-Ben Coliseum, and Marian Anderson at the Music Hall.

"Never Say Goodbye" is strong at the 2,890-seat Orpheum and may compile $12,000 for its seven-day stand. But that's no more formidable than "Trouble With Harry," doing $7,500 at the 2,000-seat Omaha and the $7,500 "Forever Darling" is racking up at the 860-seat State.

An ad campaign by Carl Hoffman, manager of the Omaha Theatre, is credited with bolstering "Trouble With Harry" takes.

Olivier in Washington For 'Richard III' Bow

WASHINGTON, March 12. – Sir Laurence Olivier, producer, director and star of "Richard III," will arrive here tomorrow noon for the Washington premiere of his new film.

The premiere will take place tomorrow evening at the Playhouse, for the benefit of the Washington Heart Association. Mrs. Dwight D. Eisenhower is among the patrons of the premiere.

Sir Laurence will be a house guest of the British Ambassador and Lady Makins. After his arrival here tomorrow, he'll tour the White House and National Gallery, and then have tea at the British Embassy.

The British star will be accompanied from New York by Robert W. Dowling, president of the American National Theatre and Academy, and by I. E. Lopert, president of Lopert Washington Theatres.

Move Made by Pari

B.F.P.A. Wor Back New Fil Union Abroa

By PETER BURNUP

LONDON, March 12.—The Bi Film Producers' Association has cided not to support proposals European Film Union. It was s subsequently that proposals for formation of such a Union had sent to the Association by inter parties in Paris.

The idea of a European Unio been debated for some time a Continental producers, who env what would be in effect a closed ket in Europe for European It has been proposed that Cus regulations in the various cou concerned should be waived in case of contributories to the pact to the manifest detriment of A can imported films.

British producers pointed ou an earlier occasion that the pro would be a violation of G.A.T.T they have no intention of runnin risk of a repetition of the em on American film shipments.

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Co-Starring ROSALIND RUSSE
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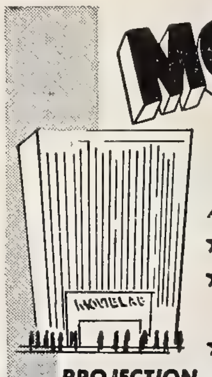
and Spectacular Stage Presentation



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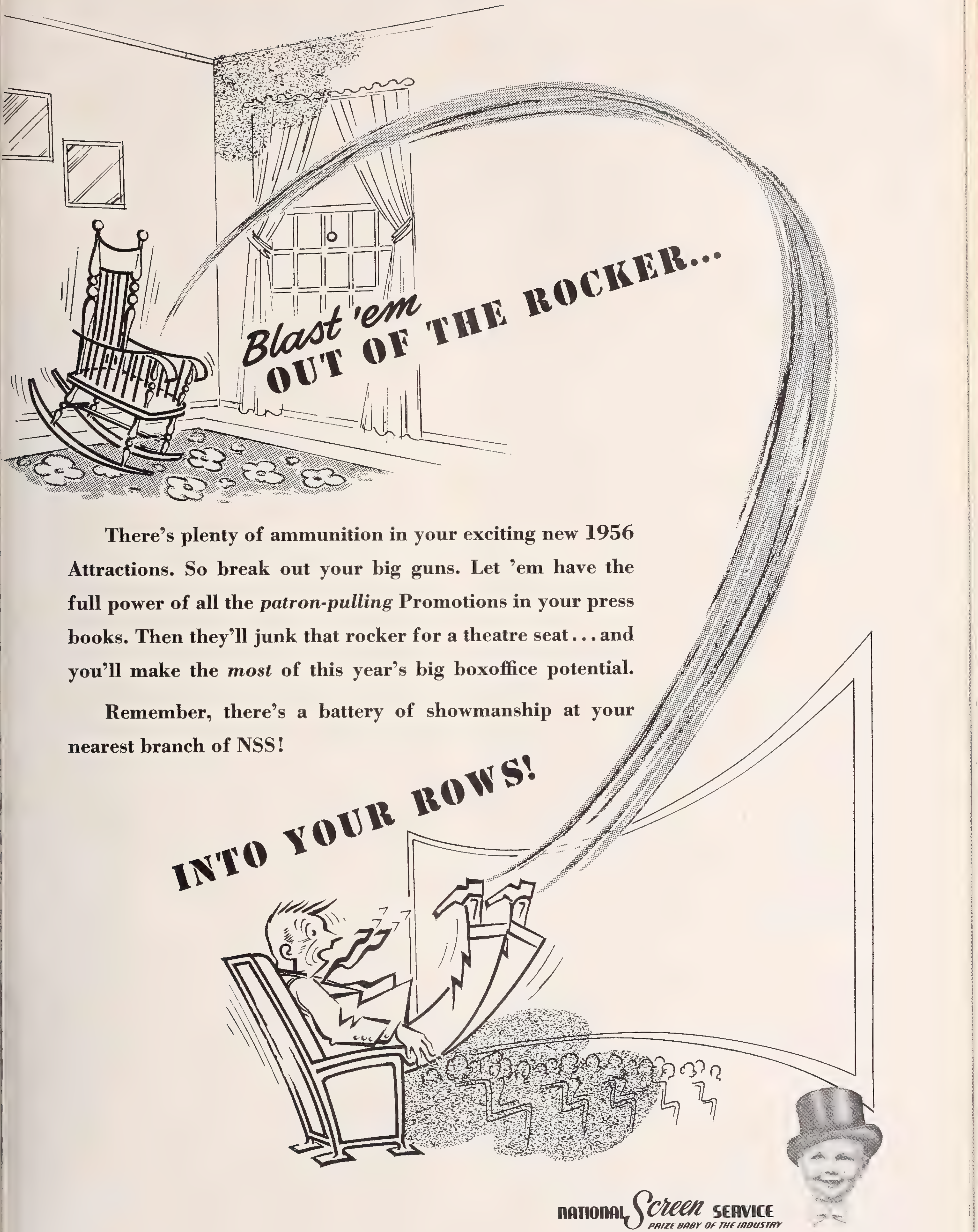
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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

The Searchers

(CONTINUED FROM PAGE 1)

hibitors looking for a western with the widest possible audience appeal. This is one of those rare pictures that the "discriminating" audience can enjoy equally with the great mass of fans.

To the tried and proven ingredients of action, humor, and romance, the script writer, Frank S. Nugent (who is also a long-time collaborator with Ford) has added a welcome dividend in the form of an off-beat plot. In the process he has provided John Wayne with a role that is much more complex than those which he usually plays and one that will stir a wide variety of reactions in the audience. There are times when they will find it easy to understand and sympathize with the character; and there are other occasions when they will heartily dislike him. But at no time could they possibly be indifferent to him—which is all to the picture's good.

The role that Wayne plays is that of a Texas rancher, just returned home from the Civil War, who develops an obsession to secure vengeance against a band of Indians who have killed most of his brother's family and kidnapped his two young nieces. After the older girl is discovered dead, he continues on to find the youngster with only one companion, a youth who is part Cherokee and who had been adopted by the girls' family.

The long search takes five years, and it gradually becomes apparent that Wayne's purpose in hunting the girl is not to rescue but to kill her as he believes she has been hopelessly "defiled" by living among the Indians. Her adopted brother is determined to prevent Wayne from carrying out his plan, and considerable suspense is developed as to who will win out. In the end Wayne relents of his own accord and takes the terrified girl home.

This outline of the main story gives no indication of the wealth of incident that Nugent (in adapting a book by Alan LeMay) has provided to fill the narrative out or the superb technique that Ford brings to the telling of it. Name what you want in a western—an exciting raid on an Indian camp, some roistering comedy in a wedding brawl, or an appealing romance between two likable young people that runs a rocky road in a sub-plot. You have it all here—and done by a master-director in a highly individual style. The beautiful shots that he composes of the vast western outdoors are on this occasion doubly enhanced by the use of VistaVision and Technicolor photography.

Wayne's interpretation of the difficult leading role is admirable in most respects, and the supporting cast is first rate. It has in it a number of accomplished veterans of many another Ford film—notably Ward Bond, John Qualen, and Harry Carey, Jr. Jeffrey Hunter has the part of the youth who goes along on the search, and Vera Miles is his aggressive and persistent girl friend. Both play with a surprising humor and charm. Natalie Wood appears briefly as the niece who survives capture by the Indians.

The film is a C. V. Whitney production, for which Merian C. Cooper acted as executive producer. The latter has also worked as a team with Ford many times before. In "The Searchers" they have another fine western to add to a long and impressive list.

Running time, 119 minutes. General classification. Release date, May 26.

RICHARD GERTNER

Name Stephens Mgr. Of Missouri, K.C.

KANSAS CITY, March 12.—Russ Stephens, former manager of RKO Orpheum Theatre in St. Paul, has taken over as director of the RKO Missouri Theatre in Kansas City, succeeding Matt Plunkett.

Plunkett, who has been manager of the Missouri the last year, will assume a similar position at the RKO Orpheum Theatre in Des Moines.

Stephens began working for RKO in 1939 at the Orpheum in Minneapolis. With the exception of a year in the service, he remained there until 1946. For the next seven years he managed the RKO Pan Theatre in Minneapolis, then shifted to St. Paul.

Miss. Exhibitors Vote Tax Drive Support

Directors of the Mississippi River Theatre Owners Association, at their annual winter meeting at the Robert Lee Hotel in Jackson, Miss., voted 100 per cent in favor of a motion that all Mississippi exhibitors get behind COMPO in the Federal tax campaign and write their Senators and Congressmen requesting their support. Use of motion picture screens in fighting state and Federal admission taxes also was approved.

President T. G. Solomon of McComb announced that the annual meeting of the association would be held at the Edgewater Gulf Hotel, June 17-19.

Serenade

(CONTINUED FROM PA

company—Joan Fontaine, Vincent Price, Joseph Calleia, Harry Bell Frank Puglio, to name experienced regulars, and Juana Montes, to r a newcomer fresh from Mexico, whose only previous picture in En was the sensationally successful "Vera Cruz" and whose name is ce to mean much on American marquees in consequence of her contin success in this production—but of course the prime purpose of picturing starring Mario Lanza is to present him and his voice t special, and fortunately multitudinous, public. This prime purpo accomplished grandly in a massive and meticulous production by H Blanke directed by the masterly Anthony Mann.

The screenplay by Ivan Goff, Ben Roberts and John Twist (in and around San Francisco, at a time which could be today, moves later to Mexico, for some scenes that are optically unforget under J. Peverell Marley's eloquent camera, and back again to Francisco after that. In both places the Lanza voice, stilled a by story requirements in midpicture, overrides the personal narr as is correct in films of this kind, but there is plenty of romantic co —two girls in love, or a satisfying facsimile, with the same man—to an un-musical observer interested in the proceedings.

Briefly, Miss Fontaine portrays a fickle patroness of the arts artists who aids a young singer (Lanza) in his rise to fame, d him when he arrives there, and attempts to recapture him late from a wife he's acquired south of the border in sequel to her ha nursed him to health after an illness and having been caught romantic rain with him on his way to the boat that brings him her, back to where he started from and where his patroness still d It's as good a plot as most operas ride on, and not unlike one.

The songs sung by the star, singly and with orchestra, in duet with chorus, and with church organ alone in the glorious instan Schubert's "Ave Maria," include selections from "Othello," "Il T tore," "La Boheme," "Don Giovanni," other standard classics, and are two—the title song "My Destiny"—from the prodigious pen keyboard of Sammy Cahn and Nicholas Brodszky, who write no but hit tunes, such as Lanza's "Be My Love," for concert singers o other kind. (The title song, incidentally, has hit-parade character if present ears ever heard any.)

By and large, the production is a rare treat for people who Lanza music, or Lanza-type musicals. It probably does nothing fo tone-deaf or musically indifferent few. In cases like this one the p usually does a pretty good job of sorting itself out.

Running time 121 minutes. General audience classification. Re date, April 21.

WILLIAM R. WEA

Foreign Press Picks 'Marty'; Cites Others

"Marty," the Hecht-Lancaster production distributed by United Artists, yesterday took five awards in the 15th annual poll by the Foreign Language Press of New York's Film Critics' Circle for the best films of 1955.

In addition to being honored as the best film of the year, "Marty" took similar laurels as the best film produced by an American company. Ernest Borgnine, who played the title role, was chosen the best film actor while Hecht and Lancaster captured honors as the best producers. Delbert Mann, who directed, took that honor, while Paddy Chayefsky, who authored the film script as well as the TV play from which the film was adapted, was named the best film writer.

'Umberto D' Honored

Voted the best foreign film released was "Umberto D," an Italian language production. "The Prisoner," starring Alec Guinness, took top honors as the best British film for the year.

Named the best actress of 1955 was Anna Magnani for her acting in mount's "The Rose Tattoo."

Editors of 26 dailies and 43 w publications in the metropolitan York area balloted for the awar

Milwaukee May H 'Arm' Date April 4

MILWAUKEE, March 12. – is some doubt whether "The With the Golden Arm" will oper April 4 at the Palace. Police John Polcyn said the police d ment is definitely objecting t showing of the entire film. mayor's motion picture comm recommended a two-minute cut.

The common council's license mittee directed the city attorney fice to consult with the Distric torney and police on the possibi getting a warrant to force the An assistant city attorney advise committee that the city does not the power to prohibit the sho

However, the district atto office was told to draw up posed legislation which would the city power to censor certain

IEW:

hard III

London Films—Lopert—VistaVision

LUTED praise must be directed to Sir Laurence Olivier for his trans- of William Shakespeare's "Richard III" in which Olivier, himself, ers a memorable performance as the wily and conniving Gloucester let nothing deter him from achieving the power which his twisted raved.

vier's handling of Shakespeare's melodramatic tragedy is clear and brilliantly delineating the story of the scheming hunchback who ged the strange arts of arson and murder with the skill of a modern-gangster. As a producer-director and star, Olivier once again dem- ates his flawless artistry and superb authority as a Shakespearean ; nor are the other stars who support him less singularly striking rtrayals which are invariably moving and exciting, since they rep- t some of England's most notable thespians. Among them are John ud, Sir Ralph Richardson, Claire Bloom, Sir Cedric Hardwicke, Alec es and Laurence Naismith—to name only a few.

ichard III" has pomp and is colorfully spectacular. The color by nicolor accentuates the artistry of Roger Furse's production design- and the picture has been provided with a brilliant musical score by Villiam Walton, played with distinction by the Royal Philharmonic estra. The music, itself, does much to emphasize the excitement suspense of the production.

ie picture had a unique American debut Sunday, a dual premiere levision in a nationwide broadcast and at the Bijou Theatre in New . The final results, boxoffice-wise, are yet to be determined, but it vious that the theatre screen will offer far more to the lovers of espeare than the limited scope of the television receivers. Because e very nature and character of the production, its appeal will be ass audiences who patronize the art theatres. For such houses, the re should be a pot of gold. In localities where the so-called art re has not made its appearance, the possibilities are that with proper itation and approach to interested audiences, the picture could do edingly well.

ie battle scenes on Bosworth Field, which, incidentally were filmed pain, are loaded with riotous episodes that represent imaginative is inasmuch as Shakespeare's stage directions were limited. Here is fighting with all its gory overtones.

livier had used a "commentary" style in unfolding the story. He ers his soliloquies as if he were talking directly to his audience, g his viewers the feeling that they are being let in, almost con- tially, on his conspiracies.

iss Bloom as Lady Anne, Richard's wife, gives a standout perform- , as do Gielgud as Richard's brother, Clarence; Richardson, as kingham; Hardwicke, as Richard IV; Pamela Brown, as Mistress e; Clunes, as Hastings, and Norman Wooland, as Catesby.

ie VistaVision camera, under the direction of Otto Heller, was used he first time in a British studio, and the results are effective and awe-inspiring.

unning time, 158 minutes. General classification. For March re- e.

AL STEEN

---

rvices Tomorrow r Saul Schiavone

ineral services will be held to- ow at the St. Andrew Avelino ch in Flushing for Saul Schia- , long associated with industry rtising, who died Sunday night lushing Hospital after a two-year ss. Schiavone, who was 62, had own art studio, but he formerly with Paramount Pictures and Na- l Screen Service.

avis Barber, 76

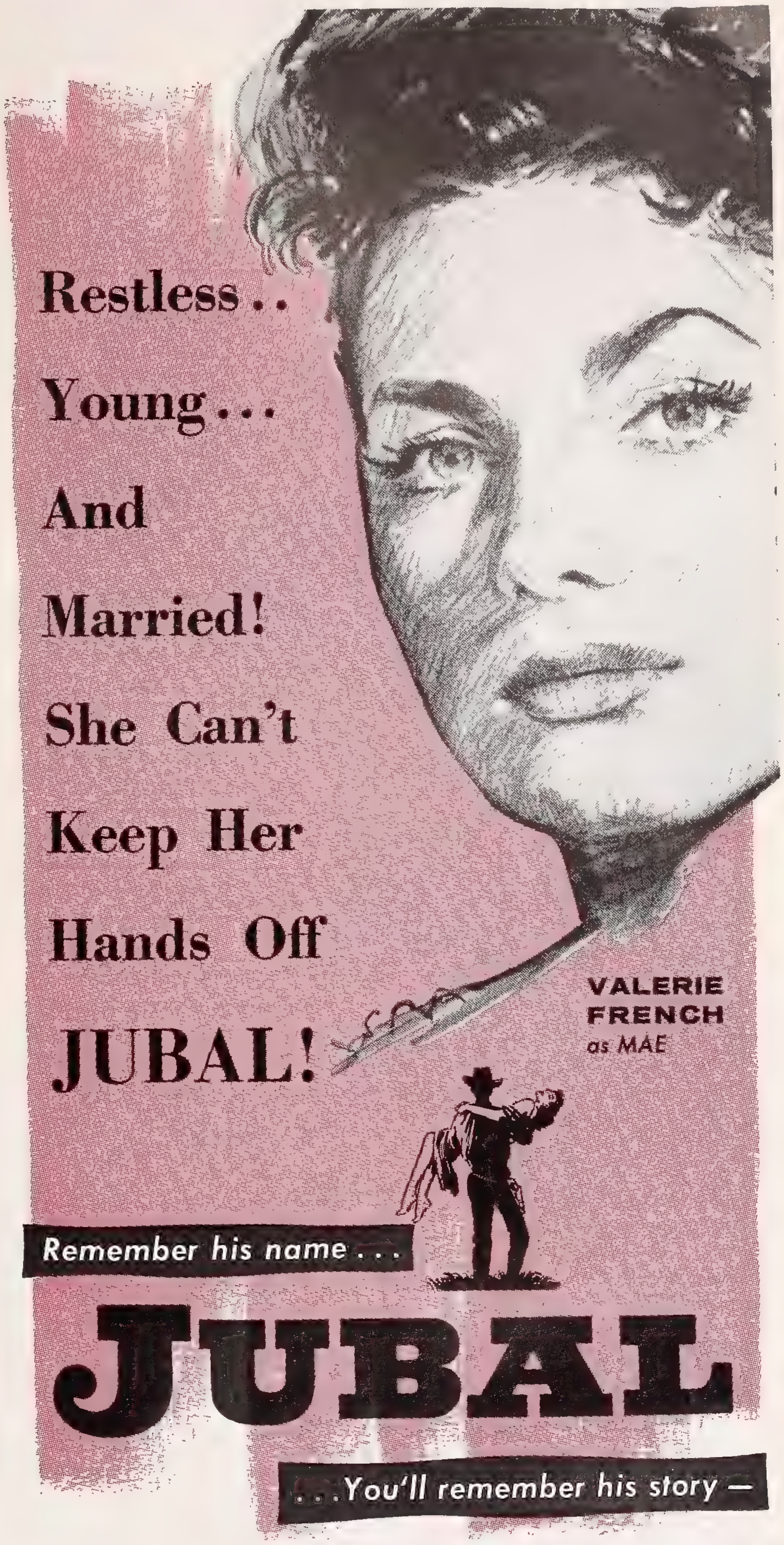
ravis Barber, a salesman with the ed Artists Dallas exchange, died he age of 76. Barber was with for 35 years.

Joint Operation for 2 Milwaukee Houses

MILWAUKEE, March 12.—As of March 16, the Riverside and Towne Theatres here will be operated jointly by Standard Theatres Management under the jurisdiction of A. D. Kvool and Andrew M. Spheeris.

McSorley Joins A.A.

Lars McSorley, formerly with the I.F.E. Releasing Corp. publicity department, has joined Allied Artists to concentrate on publicity for Allied Artists International Corp., Martin S. Davis, the company's Eastern advertising and publicity head, announced here yesterday.


Restless..
Young...
And
Married!
She Can't
Keep Her
Hands Off
JUBAL!
VALERIE FRENCH as MAE
Remember his name...
JUBAL
...You'll remember his story —

—the way you remember

Columbia's "THE MAN FROM LARAMIE"

CINEMASCOPE
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Glenn Ford • Ernest Borgnine • Rod Steiger... in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture

Eye Tax Relief for Small U.K. Theatres

From THE DAILY Bureau

LONDON, March 12.—With Britain's new anti-inflation measures regarded as effectively barring any blanket entertainment tax relief such as that being sought by the industry, consideration is being given now to proposals designed to bring relief to hard-pressed smaller theatres exclusively.

One proposal is that the tax should be remitted on a theatre's initial gross receipts, up to say £25 ($70), which would provide relief for many needy theatres and do no appreciable harm to the Exchequer.

Goldenson

(*Continued from page* 1)

for the need of more and more pictures which appeal to women, as well as the studios' accord on the desire to develop fresh talent.

From every indication, Goldenson said, "things look good."

Opposes TV Clips

Regarding the use of TV for the promotion of theatrical motion pictures, Goldenson said that Hollywood no longer talks in generalities about how to utilize the medium. He described the consensus there as holding that film clips of musicals and big outdoor dramas should not be used for advertising-promotion on TV, with the feeling being that such film clips on TV do not do justice to a colorful, extravagant musical, nor a big, outdoor drama.

In this connection, Goldenson maintained that the use of personalities or other devices on TV for musicals and big, outdoor dramas could be used very effectively for such theatrical motion pictures. On the other hand, he went on to say that the feeling on the Coast is that film clips of comedies, dramas, or adventure stories, form good TV advertising and promotion, bringing results at theatre box-offices.

Sees Much Study Necessary

It is agreed, Goldenson continued, that a greater amount of study is needed in the field of how best to utilize TV for selling motion pictures at theatres to the public.

He said there is a general feeling of optimism at the studios, with a realistic attempt to employ the resources of the motion picture industry to its best advantage. The problem of casting remains a troubling one, the AB-PT president added, although studios seem to have less trouble in obtaining proper story material.

New Talent Needed, He Says

Goldenson said production-distribution companies are trying to meet the problem of establishing an orderly schedule of releases, as advocated by him and Edward L. Hyman, AB-PT vice-president. The studios also recognize the need to develop new talent as one means of attracting the multi-million audience of younger folks, Goldenson stated. Pictures which appeal to women were stressed by Goldenson, who stated that motion pictures offer women, as well as the family, the means to escape the tensions of home for a few hours at a theatre.

Daff in Report on Europe

(*Continued from page* 1)

the market "substantial" for American pictures.

Daff, excepting Spain and Denmark from his remarks, referred to the impasse of negotiations between those two countries and the Motion Picture Export Association.

Speaking of current conditions, Daff said the recent cold snap throughout Europe had an adverse effect at the box-office. In Britain, he said, the box-office is down about 15 per cent compared to the same period last year, blaming the combination of TV and the cold spell for the dip. Daff said he felt there is no question that TV in Britain, where commercial television was recently introduced, also has had an adverse effect at the box-office.

Germany Still Advancing

The German market, Daff continued, is still developing, with new theatres under construction. The Universal Pictures executive vice-president while abroad visited Munich, Frankfort, London and Paris.

Turning to the domestic scene, Daff was asked what he thought of the TV premiere of "Richard III," followed by the theatrical release of the picture. He said "I wouldn't care to do it," referring to that method of distribution. "We're in the business of making pictures for theatres," he declared.

Asked whether Universal is negotiating for the sale of any of its films to TV, Daff replied that no sale to TV is contemplated by the company at this time.

Questioned about Universal's domestic business, Daff referred to the announcement of Charles J. Feldman, general sales manager, that the current drive honoring Feldman has shown a rise of 25 per cent in billings.

While Daff was in Germany, Universal's "Never Say Goodbye," which co-stars the German star Cornell Borchers with Rock Hudson, was trade shown and Daff described the trade there as "excited," marking the first American picture to use a German star in quite a few years.

"To Hell and Back," Daff said is doing "sensational" business in Italy, France and Germany, and it probably will be the company's top grossing picture in these three countries. "I'm convinced that motion picture audiences don't care where the picture comes from. If it's good, they'll buy it," he declared, adding that audiences overseas are just as selective and have as much "savvy" as American audiences.

Says U.S. Too Aroused Over British Debate

LONDON, March 12.—Too much has been made in the U. S. of the House of Commons debate on how British films fare in America, according to Alfred E. Daff, executive vice-president of Universal Pictures, who visited here recently.

Daff declined to make any other comment on the apparent deterioration in the relations between the American and British industries.

On company matters, Daff prophesied a new record of grosses for Universal for the sixth consecutive year. He acknowledged that his travels had brought home to him forcefully the worldwide cut-back in theatre admissions. But that, said Daff, was due to the fact that potential customers now went shopping for their film-fare. "Give them the picture they want," he declared, "and they'll still be there."

'Las Vegas'

(*Continued from page* 1)

States Olympic Fund for the 1956 games in Melbourne, Australia.

Cyd Charisse, who co-stars with Dan Daley in the musical extravaganza, will be among those present tonight. The film was produced by Joe Pasternak, with Roy Rowland directing. It is a CinemaScope production, with Eastman color.

Hollander

(*Continued from page* 1)

operation. The state of his health on his return will determine how active a role he will have in the circuit's operations, it was stated.

Meanwhile, Edwin Seguin, Hollander's assistant, is in charge.

20th Steps Up U.K. C'Scope Production

From THE DAILY Bureau

LONDON, March 12.—20th Century-Fox is stepping up its CinemaScope production in this country.

First in line is an adaptation of a best-selling novel "Sea-Wyf and Biscuit," to be made by Andre Hakim and Ronald Neame. Hakim is also to produce another story for 20th-Fox, but no decision has yet been made as to the subject.

Production at Elstree of "Anastasia" by Anatole Litvak, with Ingrid Bergman in the starring role, marks a second step in 20th-Fox's plan to promote British CinemaScope productions for the world market, which includes also Gregory Ratoff's production of a spy thriller, "Casino Royale."

Now in the final stages of editing at London Films for 20th-Fox distribution is "Smiley," produced and directed in Australia by Anthony Kimmins. This has in its cast Ralph Richardson, John McCalum and Australian actor Chips Rafferty.

WB to Re-release 'Roberts' and 'Rebel'

Warner Bros. on March 21 will release "Mister Roberts" and "R Without a Cause," which, betw them, have achieved six of this y Academy Award nominations. T will play either single or double ture engagements, depending on local situation.

Universal Ne

(*Continued from page* 1)

totaled $1,120,000 as compared the 1955 first quarter taxes of $1,0 000, the company announced, ad that as of Jan. 28, 1956, there 968,519 common stockholders as c pared to the 998,349 as of Jan. 1955.

Gulf States Allied

(*Continued from page* 1)

"Serenade" at the Saenger Thea Thus far, 87 members are registe also a majority of exchange mana and sales staffs. First business sess for members only, opened 2:30 Abe Berenson, president, presi Rube Shor, president of Allied St Association, was the first speaker, lowed by George Goodwin, of trop, La. Details of their talks be revealed tomorrow.

Myers to Speak Today

Tuesday's business session will o at 1:30 P.M. Speakers scheduled Abram F. Myers, Allied States ch man of the board and general coun Max Youngstein vice-president United Artists, and William C. G ring, vice-president of 20th Centu Fox.

Berenson in his welcoming add said the purpose of the meeting "to find ways of cementing our r tions with one another and our p lic; of attracting new patrons to theatres; of ironing out our probl by discussing them openly and see what can be done to remedy problems facing us at this time."

TESMA-TEDA

(*Continued from page* 1)

by Lee Jones, TESMA president Tom L. Shearer, TEDA's chairm of the board.

Also sponsoring the internatio trade show with TESMA and TE are the Popcorn and Concessions sociation and the Theatre Own of America.

Invitations to exhibit at the sh are expected to be mailed someti this week, TESMA announced.

House Group

(*Continued from page* 1)

full House committee today appro the subcommittee decision.

The committee also voted to br the tax bill to the House floor un a procedure barring any changes the floor, so that the admissions a rental taxes can't be offered as fl amendments.

PEOPLE

B. Mosley has sold his 20th ry Drive-in Theatre in Tampa, to the Bay Tampa Theatre Co.

◻

nie Bolling of Columbia Pic- in Atlanta has resigned her posi- She is expecting a child.

◻

a Evans, theatre owner, has over the Geneva Theatre, Gen- Ala., formerly owned by **Mrs. James.**

◻

ert Cannon, president and gen- nanager of the Cannon Theatres orida, is the new owner of the Theatre, Madison, Fla.

◻

ndolph Ellinor, manager of the Theatre, Cocoa, Fla., has pur- d a 20-acre tract for the con- ion of a new 500-car drive-in

◻

lman Watson has been ap- ed manager of the Movie Gar- Theatre, Eustis, Fla.

Two-Thirds of Canadian Theatres Join "Oscar" Contest; Newspapers Cooperate

Special to THE DAILY

TORONTO, March 12.–Approximately two-thirds of Canada's theatres are participating in the current "Oscar" contests which are being conducted by the public relations committee of the Motion Picture Industry Council of Canada. Ballots may be obtained at theatres or local newspapers. Eight categories of five nominations each, as announced by the Academy of Motion Picture Arts and Sciences, are listed on the ballots and the patrons are asked to mark those which they think will be the winner in each category. Winners will be determined by the awards on March 21. Prizes include an Oldsmobile, trips to Europe, Hawaii, Miami and New York and such items as cameras and luggage.

The committee chairman, Charles S. Chaplin, reports that newspaper cooperation has been the best in the history of the business. All participating newspapers have been carrying ballots and stories since the nominations were announced.

'Carousel' Strong In Phila., Balto.

The biggest weekend grosses since "The Robe" at the Century Theatre, Baltimore, and the Fox Theatre, Philadelphia, were scored by 20th Century-Fox's "Carousel" in CinemaScope 55 over the weekend, according to theatre reports.

The Rodgers & Hammerstein musical drama, bowing Thursday at the Century, racked up $11,497 in its first four days, while the Gordon MacRae-Shirley Jones starrer registered $26,324 for the like period at the Fox, including $10,756 on Saturday.

AA Names Leaders In 'Progress' Drive

San Francisco, Indianapolis and Salt Lake City are currently leading their respective divisions in the Allied Artists' March of Progress drive, it was announced by Morey R. Goldstein, AA vice-president and general sales manager.

Runners-up in the campaign are the Chicago, Minneapolis, Des Moines, New York, St. Louis and Pittsburgh branches. Division and branch managers, salesmen and bookers are participating in the 17-week March of Progress Drive that ends May 24.

. . . NEWS ROUNDUP

Resumes Kid Shows

Saturday morning children shows will be resumed at the independent, subsequent-run Strand, downtown Willimantic, Conn., theatre. Carim E. John, operator, is charging 25 cents for all patrons, a price scale below prevailing policy in the region, adults usually being required to pay an additional five to ten cents more.

■

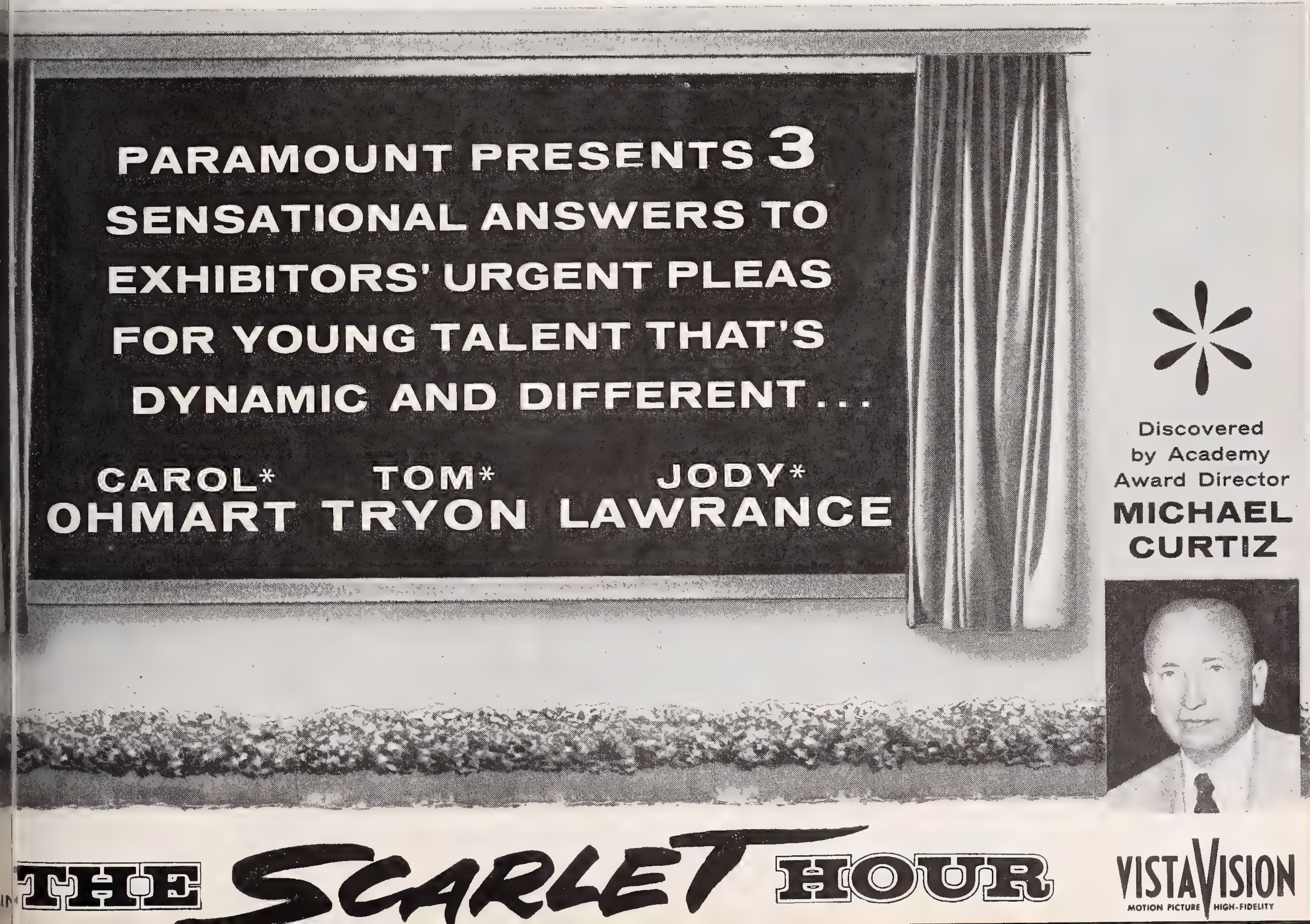
Buy 2 Oregon Theatres

The Florence Theatre and the Rhododendron Drive-In Theatre, Florence, Ore., have been sold to L. W. Claver and R. G. Thompson of Coquille by Mr. and Mrs. Morrill E. Ritter, Jr. Claver owns and operates two theatres and a drive-in in Coquille, in addition to his new purchases. Thompson will be the active manager at Florence.

■

Drive-ins Brave Cold

Three drive-in theatres have opened in Des Moines despite the winter temperatures of 6 above zero and below.


PARAMOUNT PRESENTS 3 SENSATIONAL ANSWERS TO EXHIBITORS' URGENT PLEAS FOR YOUNG TALENT THAT'S DYNAMIC AND DIFFERENT . . .
CAROL* OHMART
TOM* TRYON
JODY* LAWRANCE
*
Discovered by Academy Award Director MICHAEL CURTIZ
THE SCARLET HOUR
VISTAVISION
MOTION PICTURE HIGH-FIDELITY

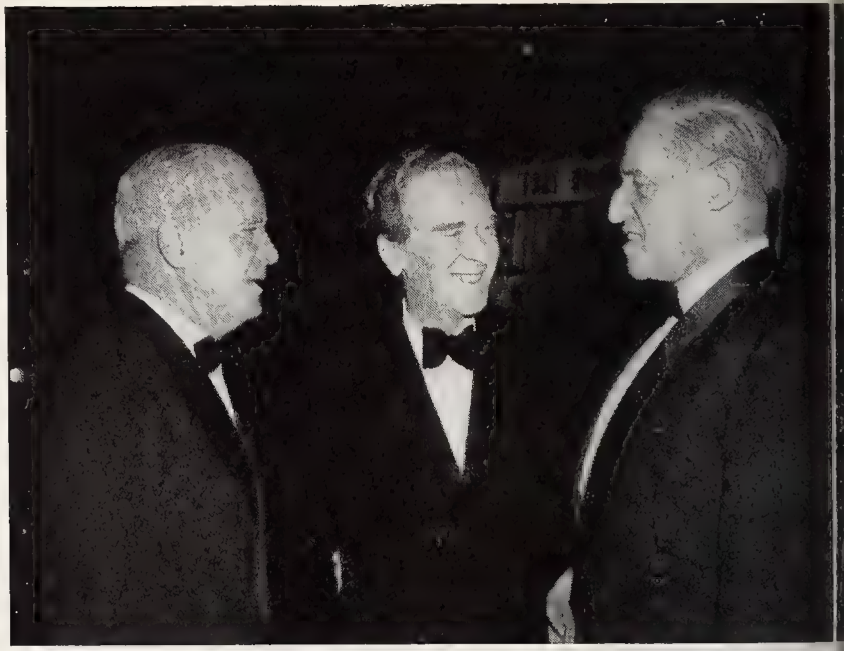
‘Richard III’ Conquers at N.Y. Film Premier

ON SUNDAY evening, March 11th, “Richard III,” Sir Laurence Olivier’s most ambitious Shakespeare film, entered triumphantly into U. S. film history at New York’s Bijou Theatre. The opening, a benefit for the Actors’ Fund of America, drew a sparkling array of stage, screen, social and diplomatic dignitaries; the premiere story with a rave review hit the front page of the Monday *New York Times*, and the other metropolitan dailies joined the chorus of praise. The benefit premiere was arranged by a banner committee, with the British Ambassador, Sir Roger Makins and our Ambassador to the Court of St. James, Hon. Winthrop Aldrich, as honorary chairmen. Olivier and Robert W. Dowling were active co-chairmen, and Helen Hayes, Alfred Lunt and Lynn Fontanne, Spyros Skouras, Robert Benjamin, Arthur B. Krim, Ilya Lopert and Katharine Cornell were among the committeemen. Filmed in Technicolor and VistaVision in Spain and Shepperton Studios, England, “Richard III” has already won three British Film Academy Awards, and stars Olivier, John Gielgud, Ralph Richardson, Claire Bloom and Sir Cedric Hardwicke, in the finest Shakespearean cast ever assembled in any medium. Olivier produced, directed and acted the title role.

Sir Laurence will be in Washington this evening (March 13) for a Heart Fund Benefit opening under the auspices of Mrs. Eisenhower. Released here by Lopert Films Distributing Corp., “Richard III” will soon play major cities in the United States and Canada.

(Left to right) Sir Laurence Olivier, Sir Cedric Hardwicke and Lady Hardv
in conversation before the Dali painting of Olivier as “Richard III.”

Walter Vincent, President of the Actors Fund of America (left) greeted by Mrs. Lopert and Ilya Lopert, President of Lopert Distributing Corporation, as they meet during the premiere ceremonies of the Shakespearean classic.



Talking under the Bijou marquee are (left to right) R. C. Patte
Jr., aide to the Mayor of New York City; Sir Pearson Dixon, Br
representative to the United Nations, and Robert W. Dowling, P
dent of City Investing Company.

Shirley Jones, star of “Oklahoma” and “Carousel” seen with her escort, Jack Cassidy, before the premiere performance.

Hume Cronyn and Jessica Tandy, star husband-wife stage team, among the many theatre notables at “Richard III” benefit opening.

Arnold Krakauer escorted lovely Ci
Bloom, one of the Olivier film’s many s

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 50 NEW YORK, U. S. A., WEDNESDAY, MARCH 14, 1956 TEN CENTS

te Supreme Court

eclares Pa. lm Censor t Illegal

Measure Will Now Before the Senate

Special to THE DAILY

LADELPHIA, March 13.—The lvania Supreme Court, in a six decision, today declared unutional the Motion Picture ship Act of 1915, under which tate censor board has been ing for 41 years.

case, involving a reaffirmation ower court decision, grew out lmark Productions "She Shoulda No," which deals with the narpeddling racket.

nwhile in Harrisburg, new

(*Continued on page 4*)

gland's Exhibitors ised for Using re British Films

By PETER BURNUP

NDON, March 13.—British exs were warmly congratulated government official today for rting the home product with ind playing time.

r Thorneycroft, president of the

(*Continued on page 4*)

de, Presidents cuss Convention

r Reade, Jr., "unofficial" conn chairman for the Theatre s of America, met with "some ution company presidents" here lay to discuss and further plans e national exhibitor organiza- 1956 convention which will be t the New York City Coloseum n Sept. 19-25.

ording to Reade, the meeting ery "satisfactory" and a further g will be held next month with company presidents and Eric on, president of the Motion Pic- Export Association, to discuss nternational aspects of the TOA ntion."

Kalmus Explains Its Application

Technicolor Demonstrates Improved Wide Negative Imbibition Process

From THE DAILY Bureau

HOLLYWOOD, March 13.—A demonstration of Technicolor's improved imbibition process employing large area negatives, which are partially squeezed in both camera and printer, was presented at the RKO studios here today by Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp.

Kalmus, who conducted the demonstration, stated that Technicolor now has an improved three component dye transfer imbibition process embodying new matrix stock, new blank stock, both applicable for the manufacturing of all Technicolor imbibition prints, and an improved optical printing procedure which is applicable for the manufacture of imbibition prints from specially treated negatives.

All three are applicable for use with large area negatives with or without the use of anamorphic or a squeeze lens on camera, on printer, or on both, he said, adding that Technicolor expects to have partial squeeze camera

(*Continued on page 4*)

For SSB Meet

TOA, Allied To Formulate 'Solid Front'

Informal meetings between executives of the Allied States Association and Theatre Owners of America are slated to take place in Washington early next week to formulate "a solid exhibition front" prior to both exhibition groups' appearance before the Senate Small Business sub-committee which is investigating industry trade practices, it was reported here yesterday.

The TOA committee of president

(*Continued on page 4*)

Shor Lauds TOA for 'United Front' Stand

Special to THE DAILY

NEW ORLEANS, March 13.—Rube Shor, president of Allied States Association, speaking here today at the final convention session of Allied Theatre Owners of the Gulf States, paid tribute to Theatre Owners of America for its action in calling on the two exhibitor organizations to stand together in a demand for a full arbitration system, including the arbitrability

(*Continued on page 4*)

Columbia to Stress More Showmanship

From THE DAILY Bureau

CHICAGO, March 13.—Emphasis on increased showmanship in the advertising and promotion of its top product in the coming year was stressed by Paul N. Lazarus, Jr., vice-president of Columbia Pictures, at the special sales convention here today.

Stating that "we plan to handle our

(*Continued on page 4*)

House Group Defers Cut in Cabaret Tax

From THE DAILY Bureau

WASHINGTON, March 13.—A House Ways and Means Subcommittee studying technical excise tax problems backtracked somewhat today on an earlier decision to recommend halving the 20 per cent cabaret tax.

Some days ago the subcommittee voted to cut the tax in half. This was never announced, but several subcommittee members privately revealed that action had been taken.

Today, the subcommittee made

(*Continued on page 4*)

Promotions, Changes In Fox S.A. Setup

Murray Silverstone, president of 20th Century-Fox Inter-America Corporation, yesterday announced the following appointments and promotions in the company's Latin American area:

Pedro Lopez has been promoted to manager of Puerto Rico, succeeding Henry King, resigned; Carlos Herrera, formerly assistant to Mexico managing director, Allen M. Noye, is now

(*Continued on page 2*)

On $1 Tickets

New Tax Bill May Be Compo Campaign Peg

Presented by Sen. King; Coyne Confers with Him

From THE DAILY Bureau

WASHINGTON, March 13.—Rep. King (D., Calif.), a member of the House Ways and Means Committee, has introduced a bill to make the Federal admissions tax apply only to that portion of the admissions charge in excess of $1.

The bill is understood to be the measure which will be supported by the industry in its anti-tax campaign. It is known that Robert Coyne, special counsel of the Council of Motion Picture Organizations, which is sponsoring the industry campaign, had several contacts with Rep. King last week.

The proposed King bill is different from the present law's set-up, where

(*Continued on page 6*)

AMPP, SAG Limit Video Trailers; Set Narrator Category

By WILLIAM R. WEAVER

HOLLYWOOD, March 13.—Completion of the new four-year contract between the Screen Actors Guild and the Association of Motion Picture Producers, providing increased wage minimums for actors in all classifica-

(*Continued on page 6*)

Late 'Oscar' Telecast May Help Theatres

The presentation of the 28th annual "Oscar" awards of the Academy of Motion Picture Arts and Sciences will keep audiences up late next Wednesday. The National Broadcasting Co.'s radio and television show of the event will commence in the East at 10:30 p.m. and conclude after midnight.

The late starting time of the "Oscar" presentations is expected to lessen the effect on the theatres' box offices here and elsewhere in the East.

PERSONAL MENTION

RICHARD W. ALTSCHULER, Republic Pictures vice-president in charge of worldwide sales, will leave New York today for Toronto.

•

JACK KINGSLEY, of the Warner Brothers home publicity department, is the father of a son born to MRS. KINGSLEY at Holy Name Hospital, Teaneck, N. J.

•

BERNARD F. KRANZE, Stanley Warner vice-president, will leave New York today for Dallas and Los Angeles.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising and publicity department manager, has left New York for Dallas and Houston.

•

ANTHONY MASELLA, of Loew's Palace Theatre, Meriden, Conn., is the father of a son born there recently to MRS. MASELLA.

•

SAM SPIEGEL, president of Horizon American Pictures, will return to New York today from London via B.O.A.C.

UA Utilizing 2-Page Ads on 'Alexander'

United Artists' campaign for "Alexander the Great" will employ two-page ads in virtually every newspaper in the 12 key cities where Easter season regional premieres will be held, according to Roger H. Lewis, national director of advertising, publicity and exploitation.

The schedule of double-truck displays for the picture is budgeted at $190,000 and comprises a total of 167,176 lines.

Easter openings of "Alexander the Great" will be held in Atlanta, Buffalo, Chicago, Cleveland, Dallas, Denver, Houston, Los Angeles, Miami, St. Louis, San Francisco and Washington on March 29 and 30. They follow the benefit premiere at the Capitol Theatre in New York on March 28, which is being sponsored by the Metropolitan Council and Cinema Lodge of B'nai B'rith.

Fox S.A. Setup

(*Continued from page* 1)

head of the 20th Century-Fox office in Bogota, Colombia, succeeding John Finder, who is now manager of Venezuela. Albert Leonard, former manager of Venezuela has been transferred to the home office to take charge of the 16mm operation of the foreign organization.

Olympic Stars Attend 'Vegas' Premiere

Famous Olympic stars of past and present, as well as film, stage, radio and TV top-liners, were in the audience last night at the New York Astor Theatre, where M-G-M's "Meet Me in Las Vegas" had its "Gala" Broadway premiere for the benefit of the U. S. Olympic Fund for 1956.

Grover A. Whalen, chairman of the premiere committee, and general Olympic chairman Harry D. Henshel, greeted Cyd Charisse, one of the many stars of "Meet Me in Las Vegas," in the lobby, as did many leading athletes.

Tony Martin Attends

Miss Charisse's husband, Tony Martin, joined her for the premiere. Debbie Reynolds and Eddie Fisher were on hand, as were Pier Angeli and Vic Damone, Red Buttons, Tex and Jinx McCrary, Arlene Francis, Jessie Royce Landis, Nancy Berg, Eileen Barton, Shirley Jones, Jolie Gabor, Nanette Fabray, Joe DiMaggio and many more.

Columbia Establishes Play Writing Award

In accord with the company's interest in developing new creative talent, Columbia Pictures has announced the establishment of the Columbia Pictures Award for Dramatic Writing at Queens College, Flushing, N. Y.

To be given for the first time in May, the award is in line with Columbia's plan to participate in the production of new plays. Columbia previously announced its plans to enter stage production and this would cover "name" authors as well as unknown writers.

Professor John H. Gassner, author of several drama books, is in charge of award arrangements at Queens College.

Premiere of 'Swan' In Phila. in April

Philadelphia, the home town of Grace Kelly, will have the world premiere showing of "The Swan," the new M-G-M picture starring Miss Kelly with Alec Guinness and Louis Jourdan, the second week in April at the Randolph Theatre.

William Goldman and his staff will meet today with M-G-M representatives Emery Austin, exploitation manager; Arthur Canton, division press head, and Ed Gallner, Philadelphia press representative, to make plans for the opening.

'Serenade' Bows Mar. 22

Warner Bros.' "Serenade," selected as the Easter attraction at Radio City Music Hall, will open there on March 22.

Crippled Worker Pickets for Job

A crippled former film exchange worker, now unemployed, yesterday picketed the Americas Building, Rockefeller Center, headquarters of film firms and of IATSE. He identified himself as Abe Solomon, of 395 Fountain Ave., Brooklyn, and carried a sign, saying that he had been employed in the industry for 10 years, that he did not want pity, but a job, and that the IATSE cannot get him placed because of his handicap. Solomon said he had been a film examiner and a shipper before he had lost his leg. A spokesman for the "IA" said the union is trying to get him placed.

N. Y. Assembly OK's License-Boost Bill

ALBANY, N. Y., March 13.—The Assembly today unanimously passed the Noonan bill changing the fees for films licensed by the motion picture division, State Education Department. The measure, which also was approved by the lower house last year, but which was disapproved by the Senate, provides for an increase from three to four dollars for each one thousand feet of original film, a decrease from two dollars per thousand feet on prints to four dollars for each additional "entire" copy.

Cal. Women's Clubs Oppose Toll TV

FRESNO, Calif., March 13.—The state executive board of the California Federation of Women's Clubs, which represents 80,000 women's club members in California, has endorsed unanimously a resolution opposing pay-to-see TV, it was announced by Mrs. Fred S. Teasley, state radio-TV chairman of CFWC.

The passage of the resolution means that it will appear on the agenda at the convention of the CFWC, which will be held in Berkeley on April 30 to May 3.

'Richard III' Business Reported 'Good'

Ticket sales for "Richard III," currently in its third day at the 603-seat Bijou Theatre here, have not been harmed by the television premiere of the London Film Production feature, it was reported.

Authoritative sources said that business on Monday and yesterday "was good, but there wasn't any capacity sell-outs at any of the performances." Representatives of the theatre and the film's distributor refused to divulge what advance sale or daily grossing figures were.

Trade and Press

London Giv Nice Welco To C'Scope

By WILLIAM PAY

LONDON, March 13.—An audience of 2,000 industry exe and press representatives we thusiastic in their praise of 20t tury-Fox's CinemaScope 55 fol a first public demonstration th at the Carlton Theatre, Hayı today.

Two demonstrations in the of the morning were interrup applause for scenes from "Ca and "The King and I." Bot tures obviously were pre-sold demonstrations, with some exl anxious to make on-the-spot bo

The demonstration was pr by an address by J. F. Pat 20th-Fox sales director here termed it a "further landmark" company's history. He referred cently published figures on C Scope installations in Britain sl that only 600 theatres are eq with stereophonic sound.

Addressed by Pattinson

Pattinson claimed that the one-track, optical sound system tably causes a 10 per cent red in the picture's width. He ea counselled all exhibitors to inst stereophony and thereby reap t benefit of the new medium.

The audience included M Silverstone, president of 20th tury-Fox International; Albert field, company supervisor her Fred Leslie of the company's can technical staff.

"Showplace of the East"
FOR YOUR SCREENIN
CINEMASCOPE
▶ Three Channel interlock projection
▶ 16, 17½ & 35 mm tape interlock
▶ 16 mm interlock projection
CUTTING & STORAGE ROOMS
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THEATRE SERVICE.
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for industry peo
CLIFFORD I. CANE
DIgby 4-5372

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copie

AT M-G-M EVERYTHING IS UP!

"THE SWAN" PREVIEW TERRIFIC!

The industry was electrified by the Preview in a New York theatre of Grace Kelly's new M-G-M picture "THE SWAN" —The Love Story Of A Princess. This magnificent production in CinemaScope and Color co-stars Alec Guinness and Louis Jourdan.

"VEGAS" HITS JACKPOT!

Everything predicted at the Nationwide Theatre Previews for the CinemaScope-Color "MEET ME IN LAS VEGAS" came true as M-G-M's Gold Mine of Entertainment had its gala Premiere at the Astor, N.Y. Starring Dan Dailey, Cyd Charisse with a big cast.

"TRIBUTE" TO BOX-OFFICE!

James Cagney's honors, including Academy Nomination and magazine awards, are enhanced by his great performance in M-G-M's CinemaScope-Color "TRIBUTE TO A BAD MAN." A Big production, filmed in Colorado, it has guts and a May-September romance that lift it to the Western skies. Film Row interest predicts sure-fire, box-office action!

"GABY" IS GREAT!

In the tradition of the screen's most famous stories of young love, M-G-M's "GABY" in CinemaScope and Color gives Leslie Caron her biggest starring opportunity and John Kerr of the stage's famed "Tea and Sympathy" his first smash success. Chance romantic meeting of soldier and dancer, their separation and reunion. A drama that's MONEY.

★

MANY HONORS FOR M-G-M!

Tops in Academy Nominations! M-G-M got 31, leading all companies, with 5 alone for "I'LL CRY TOMORROW."

M-G-M Sweeps Look Awards! More "Best Pictures" than any company, including "I'LL CRY TOMORROW."

M-G-M Gets Redbook Award! Redbook Award annual Silver Cup to M-G-M for leading the industry in product. Including "I'LL CRY TOMORROW."

M-G-M Tops Film Daily's "10 Best"! M-G-M leads all companies with Four!

National Pre-Selling

ANNA MAGNANI, star of "The Rose Tattoo," will be on the full-color cover of the March 18 issue of "Parade." The cover picture was made on the roof outside her penthouse in Rome. "Parade" had their ace photographer, Dave Preston, and Lloyd Shearer, West Coast correspondent, flown to Rome to photograph the star and interview her. The result is a profile of a highly interesting nominee for an Academy Award Oscar; and is illustrated with intimate family photographs taken in her home.

•

U.A.'s "Alexander the Great" has been selected by "Seventeen" as the picture of the month for April.

•

Frank Sinatra, star of "The Man With the Golden Arm," appears on the color cover of the March issue of "Redbook." In the same issue is an interesting personality on this talented actor, who says: "I'm My Own Worst Enemy."

•

Handsomely photographed full-color pictures of dance scenes on the sets of "The King and I" appeared in the March 11 issue of "This Week." The fact that they were made by Yul Brynner, star of the film, gives them an added interest.

Louis Berg, "This Week" movie editor, reports Brynner can act and sing too, to say nothing of his astonishing ability as a linguist.

•

A striking color ad on "The Man in the Gray Flannel Suit" will appear in the March 19 issue of "Life."

•

"Anything Goes" is given the spotlight in the April issue of "Coronet." A full-column photo of Jeanmaire, as a star of "Anything Goes," dominates the issue's movie section, and the picture is pushed as "a lively comedy of errors splashed with Cole Porter tunes and nimble dance routines."

•

"Richard III" receives considerable assistance from a pictorial layout and review appearing in the March issue of "Seventeen." A half-page is devoted to photos of the dramatic scenes from the Shakespearean play. Ed Miller, motion picture editor of "Seventeen," sums up by saying: "The Magnificence of 'Richard III' surpasses Olivier's other Shakespeare films, 'Hamlet' and 'Henry V'."

•

"Forever Darling" is advertised on the table of contents page in the March issue of "Woman's Home Companion."

•

Grace Kelly, star of "The Swan," has some very pleasant things said about her in the March issue of "Ladies Home Journal." They were said by seven leading men who have played opposite her.

WALTER HAAS

'Solid Front' of Allied-TOA

(*Continued from page* 1)

Myron N. Blank, general counsel Herman M. Levy, and George Kerasotes, assistant to Blank, who also is prominent in Illinois exhibition circles, will give testimony at the SSBC hearings in Washington, which are scheduled to be conducted on March 21-22.

The three-man TOA committee, bolstered with instructions from that organization's board of directors, will sit down with Allied's Abram F. Myers and Rube Shor, general counsel and president, respectively, to formulate the testimony of both organizations, which is expected "to condemn the current practices of distribution."

Trade May Get Details

According to Levy, the meeting with Allied's leaders will take place "at least one day in advance of the SSBC hearings." He said that TOA testimony will be based on a compilation of answers received at TOA headquarters here from that association's questionnaires which were sent out in early January. Levy also indicated that the TOA compilation "may be released" early next week to the trade.

No Distribution Confab

Meanwhile, it is authoritatively understood that distributions' sales chiefs and legal counsel will hold no meeting before next week's SSBC hearings. It was said that a distribution meeting may be held after exhibitor testimony is presented, depending on what transpires at the hearings.

However, distribution still plans to submit the industry arbitration draft to the SSBC, prior to next week's hearings, with an accompanying letter, it is reported. The letter, it was said, will contain no exposition of distribution's stand in the current industry dispute. It is also understood that a number of distribution observers will be in Washington on March 21-22 "to attend the hearings."

Technicolor

(*Continued from page* 1)

lens attachments available in the near future.

Kalmus said that "we believe that the three new improvements have engendered a very considerable interest. If we had the equipment ready and available we could probably start a dozen pictures in the next two or three months in the improved process, which employs partial squeeze in both camera and printer. "An eight-perforation double frame negative was employed for the demonstration."

The Technicolor executive stated that "we have made some approximate calculations as to cost for a picture employing 150,000 screen feet of negative stock: with standard 35mm., about $55,000; for the double-frame eight sprocket 35mm., about $85,000; for the 65mm., five sprockets about $105,000, and for the 55mm. eight sprockets, about $137,000."

Cabaret Tax

(*Continued from page* 1)

public a long list of recommendations to the full committee, and merely suggested that the full committee might want to look at the cabaret tax situation, in view of previous House action—vetoed by the Senate—to cut the tax to 10 per cent, and in view of complaints about the tax from musicians and other groups.

Some film industry officials have been watching this provision, thinking that they might try to get the Ways and Means Committee to tack admissions tax relief on to the technical tax bill, if a cabaret tax cut were also included in the measure.

Meanwhile, the House passed and sent to the Senate by an overwhelming 366 to 4 vote a bill to continue for another year, until April 1, 1957, the present 52 per cent corporate tax rate. This would drop to 47 per cent at the end of this month under present law.

Cinema Lodge Urged To Back 'Alexander'

The benefit world premiere of United Artists' "Alexander the Great" at the Capitol Theatre here on March 28 will enable B'nai B'rith in New York to raise the greatest sum of money for its various agencies, Martin Levine, co-chairman of the premiere, told members of Cinema Lodge at their membership luncheon at Toots Shor's yesterday. Levine urged all industryites to purchase tickets through Cinema Lodge.

The luncheon meeting saw the election of Cinema Lodge's new officers headed by Robert K. Shapiro, managing director of the Paramount Theatre, who was elected president to succeed Max E. Youngstein.

Other officers elected were vice-presidents, Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Jack Weissman, Al Wilde and Lou Wolff; treasurer, Jack H. Hoffberg; secretary, David Kelton, and Youngstein as chaplain. Also trustee members Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis A. Novins and Arthur H. Schwartz.

British Exhibitors

(*Continued from page* 1)

Board of Trade, addressing a Cinematograph Exhibitors Association dinner, lauded all British exhibitors for what he called their "cooperation with the British production industry."

Thorneycroft said that last year the average quota of British films shown exceeded the average of quotas prescribed by statute for both first features and supporting programs. There was also a decline in the number of exhibitor quota defaulters, he said.

"I hope that this performance will be maintained," Thorneycroft added, "and, indeed, improved upon in the current year."

Shor in N.O

(*Continued from page* 1)

of sales policies and film rentals.
dorsement of this plan was regis
here on March 4 at TOA's com
meeting of its board of director
executive committee.

Max Youngstein, vice-preside
United Artists, pledged the mer
a production flow of 48 films d
the coming year.

Gehring in Plea for Conciliat

William C. Gehring, vice-pres
of 20th Century-Fox, voiced a
for the amicable settlement of
ferences between exhibition and
tribution, without any resort to
courts.

Abe Berenson was reelected
dent of Gulf States for his fifth
secutive term. E. R. Sellers
named secretary, succeeding
Lemantia. All other officers wer
elected.

Pa. Declares

(*Continued from page* 1)

legislation to continue some for
supervision over motion pictur
"questionable merit" has been re
ed out of the Senate Committe
Law and Order, according to
ney General Herbert D. Cohen.
new legislation, designed to re
the 1915 measure and meet the
jections of the courts, was said
ready for its first reading on the
of the Senate.

Reading the majority opinion,
Justice Horace Stern called the
sylvania 1915 statute so vague an
definite as to amount to a deni
due process as afforded by the
Amendment to the U. S. Con
tion, referring to the Burstyn
Supreme Court case. He went
say that motion pictures hav
much right to the freedom of sp
as enjoyed by newspapers, magaz
books, theatrical exhibitions and
and TV scripts.

Dissenting Judge Musmanno c
the majority decision "gratuitous"
"uncalled for," contending the s
tion called for no "life or death"
cision on the act.

Columbia Emphasi

(*Continued from page* 1)

coming blockbusters, films of
calibre of 'The Harder They
'The Eddy Duchin Story,'
Bus' and the rest of our top pro
with confidence," he said the prog
is not one of economy but a "ca
spending money wisely where it
do the most good."

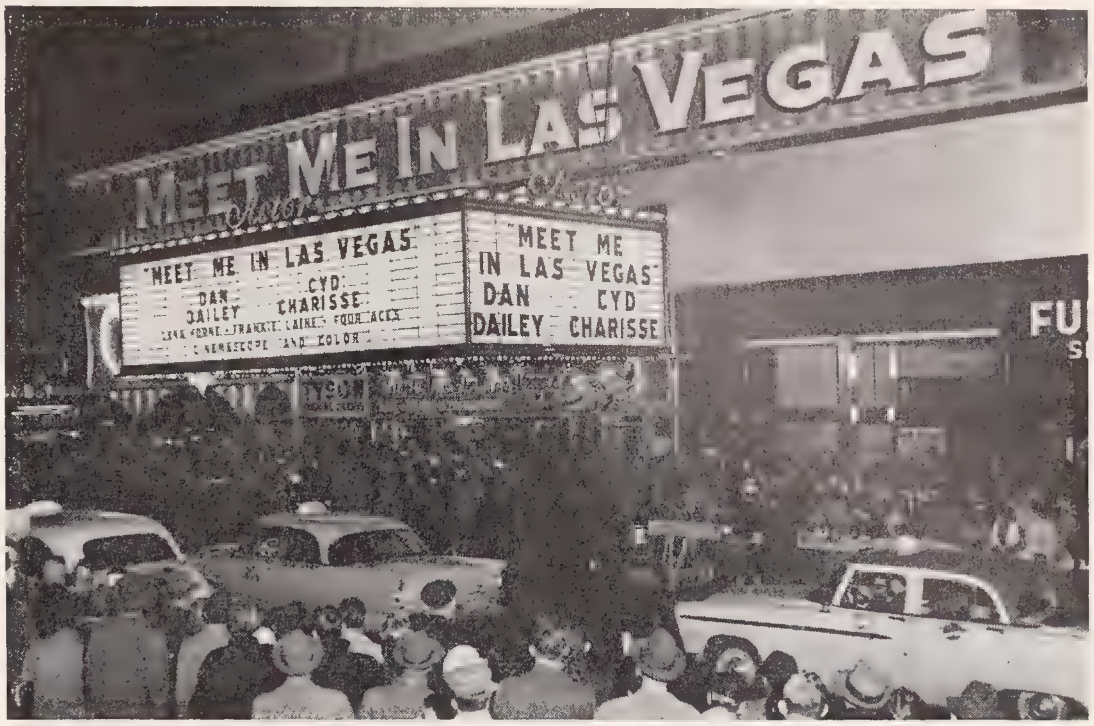
152 Dates for Fox's 'Man Never Was'

Twentieth Century-Fox's Cine
Scope release, "The Man Who N
Was," will open in 152 first dom
and Canadian playdates by the
of March, it was announced ye
day.

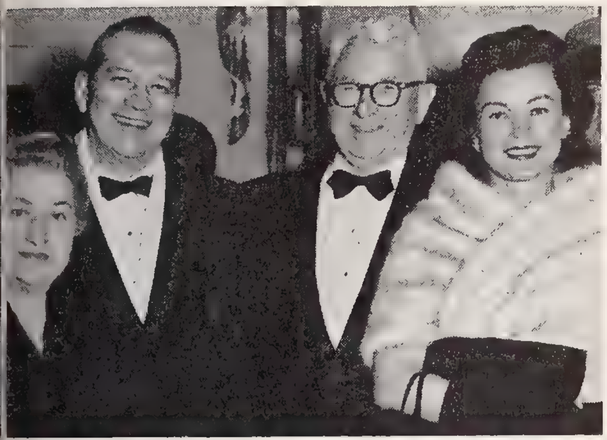
The Andre Hakim-Sumar pro
tion has opened to date in 73 si
tions.

-G-M's "Las Vegas" in Auspicious Debut

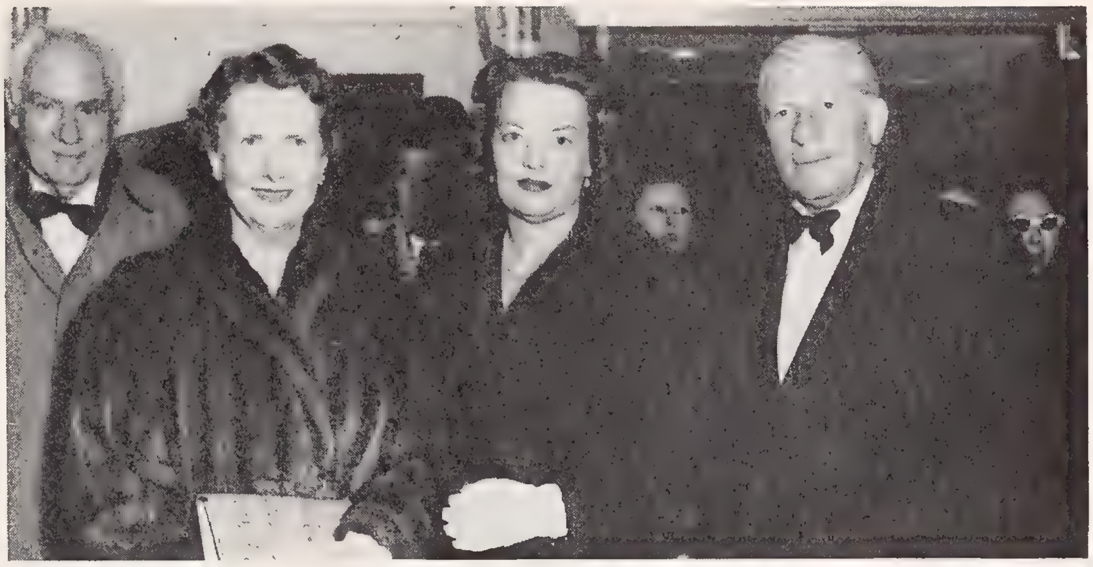
HERALDED as "A Gold Mine of Entertainment," M-G-M's colorful CinemaScope attraction, "Meet Me in Las Vegas," debuted at the Astor Theatre last night in a special benefit performance for the U. S. Olympic Fund for 1956. Numerous stars of the entertainment and sports worlds were on hand for the premiere event, including M-G-M's Cyd Charisse, who stars in the film, and her husband, Tony Martin; and Pier Angeli with Vic Damone. Joe Pasternak produced the picture, which was directed by Roy Rowland with an all-star cast including such names as Dan Dailey, Agnes Moorehead, Lili Darvas, Jim Backus, Oscar Karlweis, Liliane Montevecchi, Cara Williams, the Four Aces and with such guest stars as Jerry Colonna, Paul Henreid, Lena Horne, Frankie Laine, and Mitsuko Sawamura. In addition to the screen personalities, many outstanding figures in the film industry attended.



All the excitement of Times Square last night centered at the Astor Theatre, where M-G-M premiered "Meet Me in Las Vegas." Police had difficulty holding back the crowds eager to see the stars arriving for the Olympic-Fund-raising event.

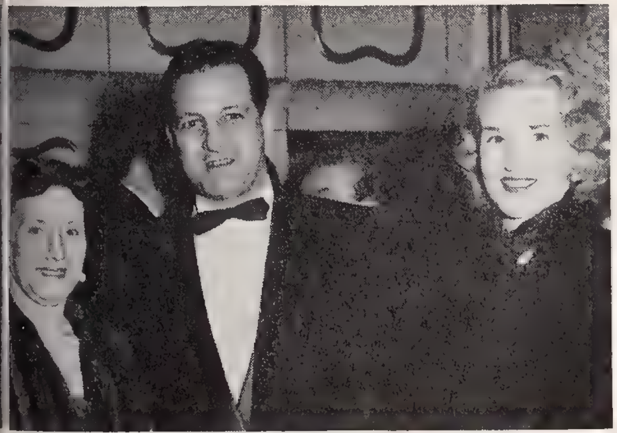


·les M. Reagan (left), M-G-M vice-presi- and Mrs. Reagan are shown with Ed ley, Skouras U.A. theatre executive, and Rowley.



Howard Dietz (on the right), M-G-M vice-president, and Mrs. Dietz with friends Frederick and Mrs. Barbour as they enter the Astor Theatre for the performance.

npic chairman Col. Harry D. Henschel) watches Tony Martin and Cyd risse contribute to the Olympic Fund as Grover Whalen looks on.



assanein, Skouras Theatres official, and . Hassanein, with Mrs. Herman Ripps), wife of the M-G-M assistant eastern s manager.

Lili Darvas, who appears in "Meet Me in Las Vegas," is interviewed in the lobby of the Astor by Ray Heatherton, of radio's "Luncheon at Sardi's" program.

Eileen Barton, popular singer, is interviewed by Martin Starr, Hollywood commentator for WOR-Mutual, as she arrives at the theatre.

(Advt.)

New Tax Bill

(*Continued from page* 1)

the tax break point is 50 cents and where a ticket costs more than 50 cents, the 10 per cent applies to the entire amount and not just to the amount over 50 cents.

Another factor which points to the industry backing the King bill is that Rep. King is a member of the Ways and Means Committee, in addition to being a Democrat, considered by industry strategists important in view of the Democratic Congressional majority. Three other tax bills, all asking for the complete elimination of the Federal admissions tax, have been filed, one by Rep. Mason (R., Ill.) and the others by Rep. Dempsey (D., New Mexico) and Rep. Holt (R., Calif.). Dempsey and Holt are not members of the Ways and Means Committee; Mason, a committee member, is a Republican.

'Conqueror' Takes Cairo

CAIRO, March 13.—All existing grossing records were surpassed here yesterday with the opening day receipts of Howard Hughes' "The Conqueror" at the Rivoli and Opera Theatres, according to Alex J. Mosconas, RKO's general manager for the Near East.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

FOR the first time in its 28 years of broadcasting, ABC-TV's "Firestone Hour," under the baton of Howard Barlow, will feature jazz music during its "Springtime, U.S.A." simulcast next Monday (8:30-9:30 p.m. EST) when Paul Whiteman and a jazz quartet will be heard in addition to a star-studded cast which includes Helen Hayes, Rise Stevens, Patrice Munsel, Brian Sullivan and Ray Middleton. . . . The 1956 TV Committee of the National Collegiate Athletic Association has approved its "Game of the Week" sked to be televised on the NBChannels. . . . Georgia McCarty, former singer and actress who switched to publicity and promotion, heading these departments at WORZ, Orlando, Fla., and WVEC, Norfolk, Va., has been appointed supervisor of Audience Promotion at MCA-TV Films by Frank McMahon. . . . Aside to Steve Carlin: If you're seeking an emcee for your forthcoming "$64,000 Challenge," Bill Nimmo is your man. Look over his background, experience and style and you'll thank us for the tip.

☆ ☆ ☆

John C. Swayze

John Cameron Swayze will be honored with a buffet dinner tonight at the Netherlands Club when the network celebrates the start of the ninth year of the telecasting of "News NBCaravan" and the occasion of the program's origination at the new NBC News Central Studios. . . . Walter Pidgeon succeeds George Murphy as Host on the ABC-TV series, "M-G-M Parade," starting with tonight's program. The untimely passing of Elsie Janis recalls the fact that Walter's big chance was given him by the beloved sweetheart of the AEF, when Miss Janis signed him as her singing partner. Since then he's been seen in 63 motion picture films. . . . Prexy Irving Sheib, whose dad founded Q Q Motion Picture and Television Titles Service 40 years ago at 1243 Sixth Ave. has to relinquish "squatter's rights" because the building will be demolished. Dame Rumor has it that Rockefeller Centre plans to acquire the entire W. 49th-50th St. block from Sixth to Seventh Aves. in a major expansion move.

☆ ☆ ☆

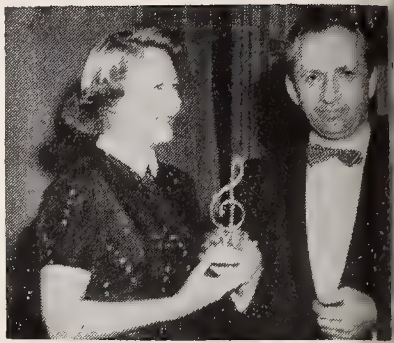
Jack Lescoulie

And still another phase in the fabulous career of Jack Lescoulie. Starting as a disk jockey years ago, this talented spieler rose rapidly to stardom TVia his commershilling on the "Jackie Gleason Show," "The Milton Berle Show," and "Today." Last Friday he launched his "after the fights" on NBC-TV in which he'll interview world-famous sports figures, his first two guests being former world's heavyweight champion Joe Louis and Clem McCarthy. . . . According to Chester D. Tripp, president of Television-Electronics Fund, Inc., mutual investment fund with 93% of its assets invested in Radio and TV, the record 11-billion-dollar expenditure for electronics in 1955 may be more than doubled by 1965. He also predicts that at that time, too, there will be 85,000,000 receiver sets in use in the United States with at least half of them equipped for color reception. . . . Dale Robertson, a true son of the saddle, having been born and raised on his parents' ranch in Oklahoma, makes his TV debut Thursday, March 29, in Ford Theatre's "The Face.". . . The Wednesday, March 21, "Kraft Television Theatre" play is a TVersion of Charles Jackson's "The Lost Week-end," adapted by Will Lorin. Originally published in 1944, the book has sold more than one million copies and was translated into 16 languages.

☆ ☆ ☆

Guild Films' "Liberace Show" starts a new, first-run series tomorrow night at 8:00 TVia WABD. The Candelabrated pianist will spring a surprise on his fans by tripping the light fantastic with a lovely damsel to the strains of "The Emperor Waltz.". . . Teamed in several successful Hollywood films, Glenda Farrell and Frank McHugh will again co-star, this time in the Alcoa Hour's "Dollface," next Sunday over NBC-TV. Suzanne Poulton, who was "Miss Utah" in last year's Miss America Contest, will appear on the program as a beauty contestant.

Present Clef Awa
To Jack Shaindli


Jack Shaindlin receives the nual Clef Award on the "W Barrie TV Show," on WABD. ton Cross made the present for Shaindlin's musical directic "Cinerama Holiday."

SAG-AMPP

(*Continued from page* 1)

tions and establishing the five week as standard, was jointly nounced today by SAG and AMI

In addition to fixing new minir in all regular categories, the new sets a precedent by laying down governing trailers for television and by establishing narrators for ers as a new classification.

Retroactive to Feb. 1

The contract, which runs to 31, 1960, and which is retroacti last Feb. 1, limits television tr in the following language:

"Trailers for television (will limited to film of not more thar feet, 4½ minutes, and not less two scenes," and "narrators for ers for theatrical motion picture use either theatrically or on t sion, are guaranteed not less $100 a day for two trailers, and for each additional trailer."

Other provisions raised the player minimum from $70 to $8 mediately, with a further raise t effective Feb. 1, 1958. The w free lance minimum went from to $285 immediately, rising to in 1958.

44-Hour Week

Complicated provisions gove the work week provide a five 44-hour week for work in the st with actors receiving premium for Saturday or Sunday. Loc work, however, will be on the of a six-day, 48-hour week, with equal to the 44-hour studio week four hours of straight time.

Singers, stunt men, term con players and other classifications are given increased minimums.

Rites for Ogilvie

Funeral services were held ye day in Bellmore, L. I., for Nor F. Ogilvie, of Loew's Internat Corp., who died on Saturday. vie, a Loew's employee for the 30 years, was statistician of the pany's overseas business.

UNITED ANNOUNCES NEW DC-6A CARGOLINERS

Five new DC-6A Cargoliners® are joining the United Air Lines fleet—increasing our all-cargo space by nearly 70%! Each of the new DC-6As carries up to 30,000 pounds of cargo, at 300 miles an hour . . . and accommodates single pieces up to 76″ x 81″ x 115″, and up to 8000 pounds.

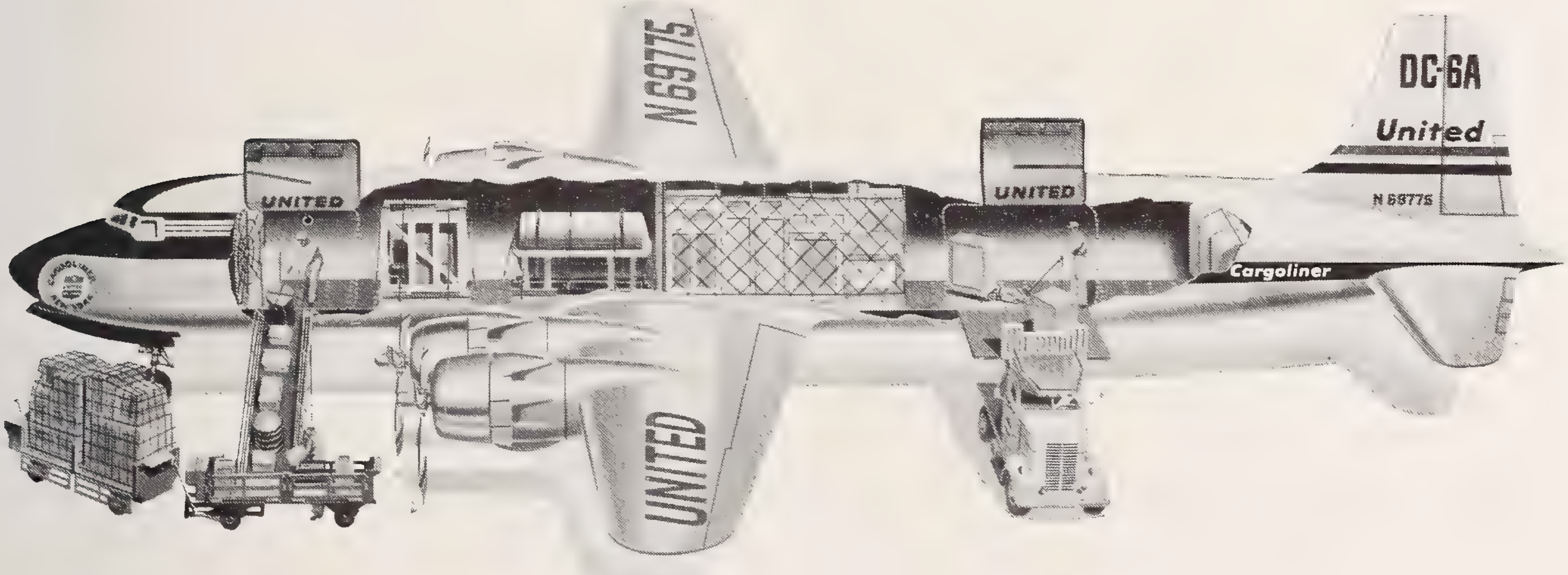
Each is equipped with radar, a United cargoplane "exclusive" for smoother flight and better on-time performance—plus many other improvements of special interest to shippers.

In addition, all of our regular passenger Mainliners® carry cargo to the 80 cities on our route. And only United offers you these extra services:

Telemeter Air Bill. Special new equipment and United's vast communications system makes possible the handling of complete air bills by wire. Advance notice of expected arrivals is possible while shipments are still in the air. This means the consignee can have pickup arrangements completed when the plane arrives. No "time out" for your shipment!

Reserved Air Freight Space. Space can be reserved on any United plane, or connecting world-wide carrier!

It all adds up to a completely new standard of air freight service for you!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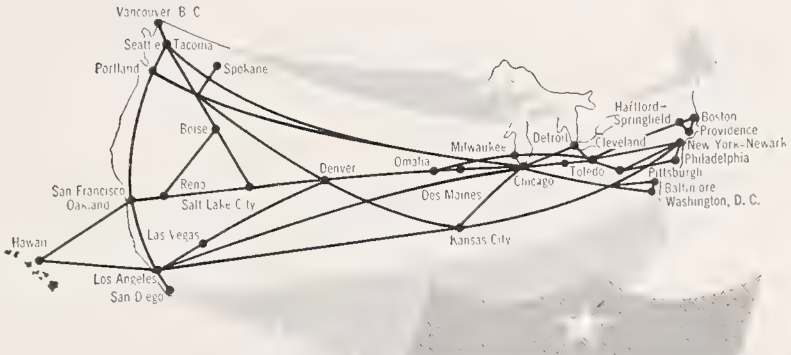
New, Exclusive Features for *your* benefit . . .

Separate Temperature Control for cockpit and cargo compartments, so special cargo can be kept as warm—or as cold—as it needs to be.

Aluminum Pallets permit preloading, prevent damage, speed handling.

Special Tie-Downs, nets, compartments and other facilities assure complete protection for perishable or fragile cargo.


Vancouver B C
Seattle
Tacoma
Portland
Spokane
Boise
Reno
San Francisco
Oakland
Salt Lake City
Hawaii
Las Vegas
Los Angeles
San Diego
Denver
Omaha
Des Moines
Kansas City
Milwaukee
Chicago
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For service or information, call or write the nearest United Air Lines Representative. Write for new booklet on air freight tailored to your needs! Cargo Sales Division, Dept. MP-3, United Air Lines, 5959 S. Cicero Avenue, Chicago 38, Illinois.

MEMO

From 20th to Exhibitors

Re: ON THE THRESHOLD OF SPACE

You need a whole new vocabulary to describe this picture. Rocket-sleds, freefalls, windblasts, balloon-gondola ascensions. These are the intriguing new sounds--and new sights--of this fascinating motion picture adventure.

Movies have shown new frontiers before; but never the most dangerous one of all, located just 17 miles from home, straight up. There have been movies about space and movies about medicine; nobody ever put them together before and came up with the very latest exploits of our U. S. Air Force--space medicine. There have been movies about the air age and the jet age, but none that captures the force of riding a rocket-sled at 1000 miles an hour, the shock of bailing out at 100,000 feet, the fear, the courage, the stunning impact of supersonic speed.

Never before a true story of such vision, such imagination, such daring, caught so completely by the cameras of CinemaScope and the color of De Luxe. They may have never seen strato-flyers before, but they'll never forget them after ON THE THRESHOLD OF SPACE. It's breathtaking, and they'll gasp; it's also memorable, and they'll talk. It will take new words to tell it, as it has in this memo. And one thing more: a good supply of superlatives.

AVAILABLE NOW!

ON THE THRESHOLD OF SPACE

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

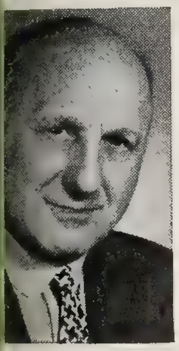
79. NO. 51 NEW YORK, U. S. A., THURSDAY, MARCH 15, 1956 TEN CENTS

5,000 Gain

ramount Net or 1955 Up $9,708,000

fit Includes Sale of rts and Adjustments

imated earnings of Paramount es for the year ending Dec. 31, totaled $9,708,000, it was an ed yesterday by Barney Balaban, president.


rney Balaban

Earnings included profit on the sale of film shorts and adjustment of investment in affiliated companies of approximately $283,000. The estimated earnings represent with profit $4.49 per share and without $4.36 per share on the 21,161,-

(*Continued on page 6*)

nnor to Manage lanta Cinerama

Special to THE DAILY

TLANTA, March 14. — The ap ment of Raymond Connor as ging director of the Roxy Cin a Theatre here which will open pril 2 was announced by Lester saac, national director of exhibi-

(*Continued on page 6*)

ide Show Exhibits t Duty-Free Nod

From THE DAILY Bureau

SHINGTON, March 14. — The se Ways and Means Committee oved a bill to permit duty-free rtation of articles to be exhibited he International Theatre Equip t Trade Show in New York City September.

he committee approved another providing similar treatment for International Photographic Ex tion to be here next March.

24th Annual Issue Of 'Fame' Now Is Being Distributed

Distribution of the 24th annual edition of "Fame," a three-section audit of personalities of screen and television published by Quigley Publications, has begun.

Divided into three sections of "Money-Making Stars" and the "Champion Pictures," the TV Hall of Fame and the candidates for next year's "Fame," it represents the annual choices of critics in various categories through polls conducted *by* MOTION PICTURE DAILY and "Motion Picture Herald." These polls, reaching exhibitors throughout the

(*Continued on page 6*)

Two Vice-Presidents Elected by AB-PT

H. Hugh McConnell, a vice-president of the Metropolitan Life Insurance Co., was elected a director of American Broadcasting - Paramount Theatres, Inc., Leonard H. Goldenson, president, announced yesterday. McConnell fills the vacancy created by

(*Continued on page 8*)

Called 'Thrillarama'

New Screen Process Gives 3½-to-1 Ratio

Said to Be Adaptable to Any Theatre; Dual Camera Setup; Premiere in May

By WILLIAM R. WEAVER

HOLLYWOOD, March 14.—Another projection process, "Thrillarama," will have its premiere in Dallas in May by Thrillarama Productions, Inc.

The new technical system, which throws a 3½-to-1 picture onto a curved screen and which, it is claimed, may be installed in any type theatre, will be unveiled with "Thrillarama Adventure," an Eastman color film, that was instituted by long-time circuit executive Albert H. Reynolds, now full-time president of the new corporation.

Technical supervision was handled by the Raphael G. Wolff Studios, Inc., of Hollywood, which used a dual camera setup to achieve the projection of a broad and embracive picture from a single existing booth and

(*Continued on page 8*)

Silverstone Making World Sales Tour

From THE DAILY Bureau

LONDON, March 14. — Murray Silverstone, president of 20th Century-Fox International, who arrived here this week from New York to attend the first demonstration this side of CinemaScope 55 and the London premiere of "The Man Who Never Was," plans to make a round-the-world sales tour before returning to the home office.

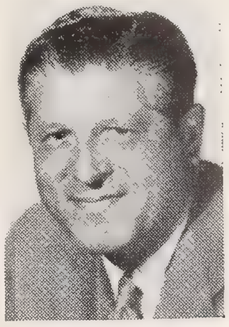
Fred Leslie of the 20th-Fox technical staff, has left for New York.

Rackmil to Holders

'U' Hopes to Maintain Good Level of Earnings for '56

By MURRAY HOROWITZ

Universal Pictures hopes to maintain its good level of earnings in the next fiscal year, Milton R. Rackmil, president, declared here yesterday at the company's annual stockholders' meeting.


Milton Rackmil

Rackmil, responding to a stockholder's question, indicated his feeling that the maintenance of the 1955 level of earnings, the second highest in the company's history, is quite a challenge in today's motion picture market, beset by television competition. His forecast, Rackmil added, is not optimistic or pessimistic, but realistic.

To constant queries on the possible sale of the company's backlog to television, Rackmil said that, all things considered, he did not think the time "propitious" to make such a sale, although the company is watching the situation closely. He said the company has some 800 films in its vaults, produced in the period from 1929 to 1948. Declining questions aimed at trying to pinpoint his evaluation of the worth of the library, Rackmil at

(*Continued on page 7*)

Sold Out House for 'Richard' Tomorrow

The first capacity house or "complete sell-out" for Sir Laurence Olivier's production of "Richard III," which had its theatrical debut at the Bijou Theatre here last Sunday night, will take place tomorrow evening and is expected to continue for the week-end performances, according to a

(*Continued on page 6*)

Two Towns in Ohio Repeal Admission Tax

Special to THE DAILY

COLUMBUS, O., March 14. — The village of Ada, O., and the city of Kenton, O., have repealed their three per cent admission tax ordinances. Robert Wile, secretary of the Independent Theatre Owners of Ohio, said repeal is an important factor in enabling the two theatres affected to stay open. The theatres are the Ada, owned by Leo Yassenoff, and the Kenton, owned by a group of business men. The Ada has been paying 95 per cent of the tax collected through admissions in the village, Wile said.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from the Coast.

●

Tina Zucker, secretary at the New York headquarters of Theatre Owners of America, will leave here over the weekend for Florida.

●

Dorothy Kuchmeister and Irene Antal, secretaries at United Artists, have returned to New York from Stowe, Vt.

●

Harry F. Shaw, division manager in New Haven for Loew's Theatres, and Mrs. Shaw are observing their 32nd wedding anniversary.

●

Lacy Kastner, president of Columbia International, returned to New York yesterday from Europe.

●

Irving M. Lesser, president of Producers Representatives, is in Hollywood from New York.

●

Emery Austin, M-G-M exploitation manager, is in Philadelphia from here.

●

Tom Andre, M-G-M unit manager, will return to the Coast by plane today from New York.

●

Jack Hebert, Paramount booker in Detroit, is the father of a son born to Mrs. Hebert there recently.

●

Helen Morgan, of Brenon and Morgan, publicists, left here yesterday for London via B.O.A.C.

ITOO Not to Oppose Trucking Rate Hike

COLUMBUS, O., March 14.—Application of Film Service Co. for a rate increase, first since 1949, will not be opposed by the Independent Theatre Owners of Ohio, Robert Wile, ITOO secretary said. Wile said increased costs of doing business have made the request reasonable. He added that the two-year-old suit of several Southern Ohio exhibitors against the Huntington-Cincinnati Trucking Co. is still pending. "The latest excuse for the delay is that the trucking company's lawyer is ill," Wile said.

MGM Publicists Vote

An election among 21 advertising, publicity and exploitation personnel at M-G-M will be held here on March 26 to determine whether the publicists desire the Screen Publicists Guild (District 65) to represent them as collective bargaining agents.

'Marty' Now Teaching At Coast University

From THE DAILY Bureau

LOS ANGELES, March 14. — Responding to Harold Hecht's presentation of a 16 mm. print of "Marty" to the UCLA department of theatre arts, Arthur Ripley, in charge of the university's film division, said:

"We intend to use this film as a textbook: it will be shown to our students as an example of excellence in screen story, direction and acting."

Book Firms Support 'Alexander' Drive

A book promotion campaign backing Robert Rossen's CinemaScope production of "Alexander the Great" for United Artists will be launched next week.

Some 500,000 copies of Dell Publications' "Alexander the Great" comic book and 400,000 copies of Bantam Book's "Alexander of Macedon" will be distributed during the advertising campaign. Roger H. Lewis, UA's national director of advertising, publicity and exploitation, said the campaign will provide national support for the film release at 135,000 newsstands, drug stores, book shops and department stores.

The film, three years in the making, will be premiered March 28 at the Capitol Theatre here under the sponsorship of the Cinema Lodge of B'nai B'rith.

650 Plan to Attend Film Bookers Party

Some 650 industry representatives will attend a Motion Picture Bookers Club party at the ANTA Theatre this evening viewing Edward G. Robinson in "Middle of the Night," chairman Harry Margolies announced.

The Bookers Club membership will hold its regular monthly meeting on Monday evening at the Hotel Taft here to discuss regular business.

Shut City-Owned Theatre

OTTAWA, March 14. — Norgan Theatre, Palmerston, Ont., only municipally-owned theatre in Ontario, has closed due to lack of patronage. Theatre was donated by a Western Canadian businessman eight years ago with condition that children could not be charged more than 5 cents on Saturday afternoons.

V.C. Salutes Critics

The New York Film Critics will be saluted by Variety Club Tent No. 35 at a luncheon which will be held next Tuesday at Toots Shor's Restaurant here, chief barker Harold J. Klein announced.

Castle Offers Plans To Improve USIA

BALTIMORE, March 14.—Six methods of improving the country's foreign relations and at the same time saving an estimated $135,000,000 for American taxpayers have been cited by Eugene W. Castle of New York, former president of Castle Films.

Addressing the Advertising Club of Baltimore today, he attacked the "waste and inefficiency" of the U. S. Information Agency and the White House, which approved an increase of the governmental agency's budget by $48,000,000. He believed that the USIA functions could be absorbed by the State Department and at a fraction of its present costs.

Castle, in offering his proposals, said the USIA should be abolished and permit the free press to tell the real story of America. Other suggestions were the halting of Congressional crusades to "make the world over in our image," the distribution of educational films already produced by the government, support for the Commerce Department's participation in foreign trade affairs and the issuing of a pamphlet to all Americans visiting foreign nations, who might use this in describing our nation and its way of life.

President Attends 'Richard III' Opening

WASHINGTON, March 14.—President Eisenhower last night made his first visit to a theatre since his heart attack, to attend the Washington premiere of "Richard III."

The President accompanied Mrs. Eisenhower and other members of his family to the Playhouse Theatre, where the premiere was being held for the benefit of the Washington Heart Association. The excursion was not only the President's first theatregoing since his illness but one of the very few times since his inauguration he's gone out of the White House to attend a motion picture. He usually sees any films he wants at the White House theatre.

The President posed for photos with Sir Laurence Olivier, producer, director and star of the film.

Downtown Crowd at 'Space' L.A. Bow

LOS ANGELES, March 14.—Last night's world premiere of "On the Threshold of Space," at the Downtown Theatre, the first premiere held in downtown Los Angeles in the past 15 years, drew so well, with an estimated 15,000 thronging the streets to witness the exercises, that National Theatres vice-president Edwin F. Zabel, predicting future openings in kind, said, "we are looking forward to our next downtown premiere."

. . . NEWS ROUNDU

To Raze Ohio House

The 76-year-old Bellefo opera house, Bellefontaine, O. be razed to make way for a p lot. In the 20's and early 30's used as a film theatre, in more years, for commercial storage.

■

Acquire Conn. Drive-in

Lou Rogow's interests in the car capacity Pike Drive-In, Ne ton, Conn., have been acquir Phil Simon and Robert Gloth of ford. Paul W. Amadeo will co as general manager.

■

Seattle Theatre License

Issuance of a municipal t license for the Rivoli Theatr been approved by the Seattle Council. The theatre re-opene week under a special permit, op by Lionel Keith Linforth, Roy phin and Everett E. Conway.

■

'Bold' to Detroit April 4

RKO's "The Bold and the will have its world premiere in troit, April 4, at the Broadway C Theatre. A series of openings dozen key Michigan cities w followed three days later by day date runs in 25 secondary situ

■

'10 Days' to World

Erich Maria Remarque's film "The Last Ten Days," directe G. W. Pabst, will have its Am premiere at the World Theatre in early April. The picture is C lumbia Pictures presentation th its recently organized special division for United States distri of imported films, headed by E L. Kingsley.

■

New Alabama Theatre

Joe Jackson, Clanton, Ala., ha chased property there for the site for a new theatre. He op the Clanton Drive-In Theatre.

■

Open Spokane Drive-in

The East Sprague Drive-In been the first drive-in to open i Spokane area this year. This i seventh season for the theatre, ated by Favorite Theatres of Spo

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copie

PEOPLE

hael Gould, Paramount sales-
n Cleveland for the past three
has resigned to join the War-
ranch in Chicago as salesman
branch manager **George Lefko.**

◆

Ullman, Cleveland, has re-
from the National Theatre
sales force to join the Sinclair
ganization.

◆

Schultz, Allied Artists branch
ger in Cleveland, has been ap-
d motion picture chairman of
cal Cancer Fund Drive for the
uccessive year.

◆

ert T. Thoeren has been signed
garo, Inc., independent produc-
company, to scout European
y properties and talent. Thoeren
eave shortly to undertake the
ment.

◆

Volpe, Pittsburgh, has been
mously reelected president of
Tri-State Drive-In Theatres
Other officers are **George**
vice-president; **James Nash,**
ary; **Gabe Rubin**, treasurer, and
Grance, George Stern, D. D.
lli, Basle, Nash, Volpe and
, directors.

◆

es Keefe, well-known theatre
and former Washington State
or, has been named manager
e Stor-Dor Forwarding Co., a
on of the Westland Forwarding
Spokane. He will be in charge
les and operations.

◆

n Sirica and **Fred Quatrano,**
ern Connecticut theatre owners
perators, are again operating the
lton Theatre, Waterbury, Conn.,
ving culmination of a lease held
dward Miller.

ons Will Attend ace' D.C. Bow

yros P. Skouras, president of
Century-Fox, has received ac-
nces from a number of leading
tors and House representatives
far for the Monday invitational
ew of the CinemaScope produc-
"On the Threshold of Space,"
e held at Washington's Capitol
tre.

eading the list of early ac-
nces are Sen. John J. Sparkman,
ama; Sen. John F. Kennedy,
.; Sen. Margaret Chase Smith,
e; Sen. Arthur V. Watkins, Utah,
Sen. A. S. Mike Monroney, Ok-
ma.

'U' Experiments, Using Detroit Drive-ins, Neighborhoods for First-Run Engagements

Special to THE DAILY

DETROIT, March 14.—For the first time in this area, Universal Pictures will play first-runs of four of its top pictures in over 20 second-run houses and drive-ins simultaneously. Playing in 12 drive-ins and 10 second-run houses for the first time will be "Never Say Goodby," and "A Day of Fury," constituting the first bill, scheduled April 4, with "Backlash" and "World in My Corner" the following week of April 11.

The announcement was made by Pete Rosian, Universal district manager; Richard B. Graff, branch manager, and Dan Lewis, buyer for Cooperative Theatres of Michigan. Rosian said that his company feels that Detroit's "unequaled" modern well-equipped neighborhood theatres warrant the conduct of a trial of this nature. Universal previously played first-run in houses of United Detroit Theatres, but found UDT houses committed to other product.

Setting International 'Dolls' Promotions

With the international premiere of Samuel Goldwyn's "Guys and Dolls" less than a month away, and with other playdates to follow shortly thereafter, overseas national promotion campaigns are swinging into high gear, Loew's International announced. These follow long-range publicity build-up campaigns which gave the picture in most cases several major feature stories and photo layouts in practically every important magazine of the free world, it was said.

Looming big on the list of promotions are the premieres, it was explained. The first, at Toho's Yuraku za Theatre in Tokyo on April 5, will be attended by Samuel Goldwyn and Marlon Brando, who stars in the picture.

Goldwyn Girls Touring

Goldwyn Girl tours, paralleling the one in the United States, are being arranged. Two are on schedule, for Australia and for Latin America, under the co-sponsorship of Max Factor, Hollywood. Other tours to Europe are in planning stages.

In many centers abroad there will be "Guys and Dolls Charity Balls," fancy dress affairs run by charitable organizations. Affairs have already been set for the following Australian cities: Sydney, Melbourne, Brisbane, Adelaide and Perth. The picture premieres at the St. James, Sydney, M-G-M flagship house in Australia, in mid-April.

New York's department store tie-up with Macy's will be duplicated in many cities, notably London, Sydney, Tokyo, Rio de Janeiro, Santiago and others.

Milwaukee Council Nominates Officers

MILWAUKEE, March 14.—Officers headed by Mrs. John Buehner as president were nominated at the March meeting of the Better Film Council of Milwaukee County.

Others nominated for office were Mrs. Richard Loreck, vice-president; Mrs. Irving Haus, recording secretary; Mrs. Bruce Hendley, treasurer, and Mrs. John Derksen, corresponding secretary. Elections are scheduled for the June meeting.

Detroit World, Dark A Year, Reopens

DETROIT, March 14.—The World Theatre, closed for over a year, has been reopened at an invitational premiere with the showing of "The Trouble With Harry."

Constructed as a legitimate house near the turn of the century by a fraternal organization, it was Detroit's leading art house when it closed in 1955. It had been the Detroit premiere scene of such films as "Henry V," "Hamlet" and "The Red Shoes."

William Flemion operates the World as well as the neighboring Studio Theatre. New manager at the World is Joseph Thomas.

S.F. and Denver Tie In Col. Cohn Drive

CHICAGO, March 14.—San Francisco and Denver finished in a tie for first place in the recently completed special unit section of Columbia Pictures' Jack Cohn sales drive. This was announced here today by general sales manager A. Montague to the delegates attending the company's sales convention at the Hotel Drake. Sixteen branches qualified for prize money in the special competition restricted to salesmen, bookers and office managers.

Members of the winning Denver branch were salesmen Sam Dare, Bruce Marshall and Bernard Shooker, head booker and office manager Thomas Robinson and booker Betty Moore. Comprising the San Francisco winners were salesmen Stewart Klein, E T. Roberts and Henry Lewis Stark, head booker Richard Ivy, booker Ursula Levy, student booker Martin Vogel and office manager William Lanning.

NTFC Spring Forum Devoted to Color

The National Television Film Council Spring forum, to be held at the Delmonico Hotel on March 29, will be devoted to the use of color film in television, John J. Schneider, N.T.F.C. president, announced.

Dr. Alfred N. Goldsmith, prominent in the fields of color and television and N.T.F.C. board chairman, will head the forum.

Despite Reports

No 'Official' Soviet-Mexico Co-Production

Special to THE DAILY

MEXICO CITY, March 14.—There will be no official cinematographic interchange between Mexico and Russia, at least for the present, Congressman Jorge Ferretis, chairman of the National Cinematographic Board, said in regard to the announcement that such a pact would be made by Emilio Fernandez, a director, at a cocktail party which he tendered the Soviet ambassador to this country.

Calls Talks Unofficial

Gregori Alexandrov, Russian director, made no move for such a pact during his visit here but merely discussed it on a strictly commercial basis with some Mexican producers, Ferretis stated. He did not reveal how Alexandrov's negotiations turned out. The Russian sought to acquire Mexican films for exhibition in Russia. The board chairman stressed that his organization had nothing to do with those negotiations; that they were strictly private, between Alexandrov and the producers.

The maker of "Glynka" was optimistic about an ultimate co-production pact between his country and Mexico and said he would seek to interest exhibitors in Russia in six Mexican pictures he viewed at a special screening here.

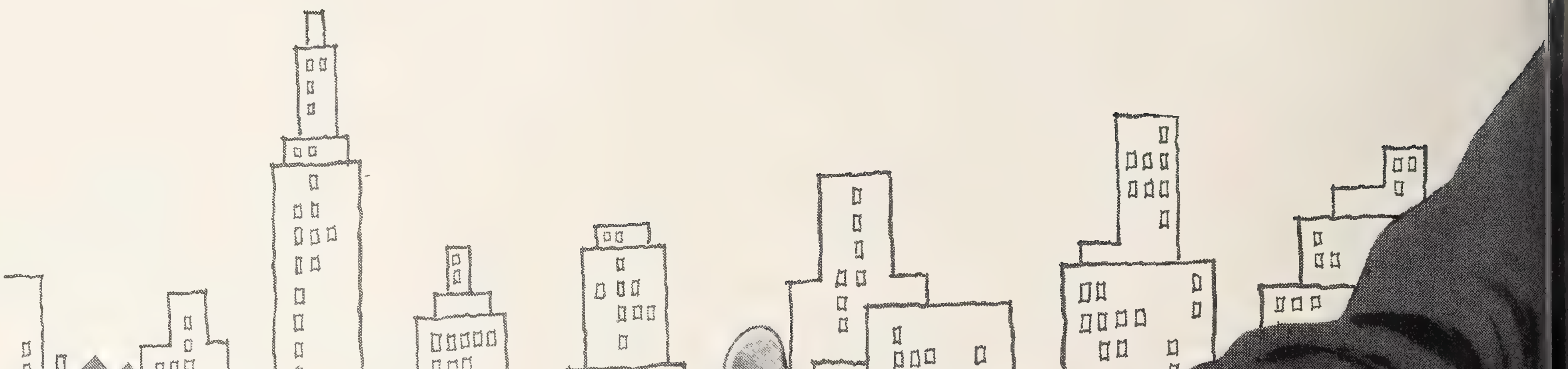
Will Do Film in Russia

Fernandez and actress Maria Felix are leaving soon for Russia to make three pictures which the Russian government will finance. Fernandez denied that he was a Communist, saying, "I am a Mexican and follow the principles and idealogy of my country. I fight when that idealogy is changed. I am a revolutionary."

'U' Maps Promotion On 'Away All Boats'

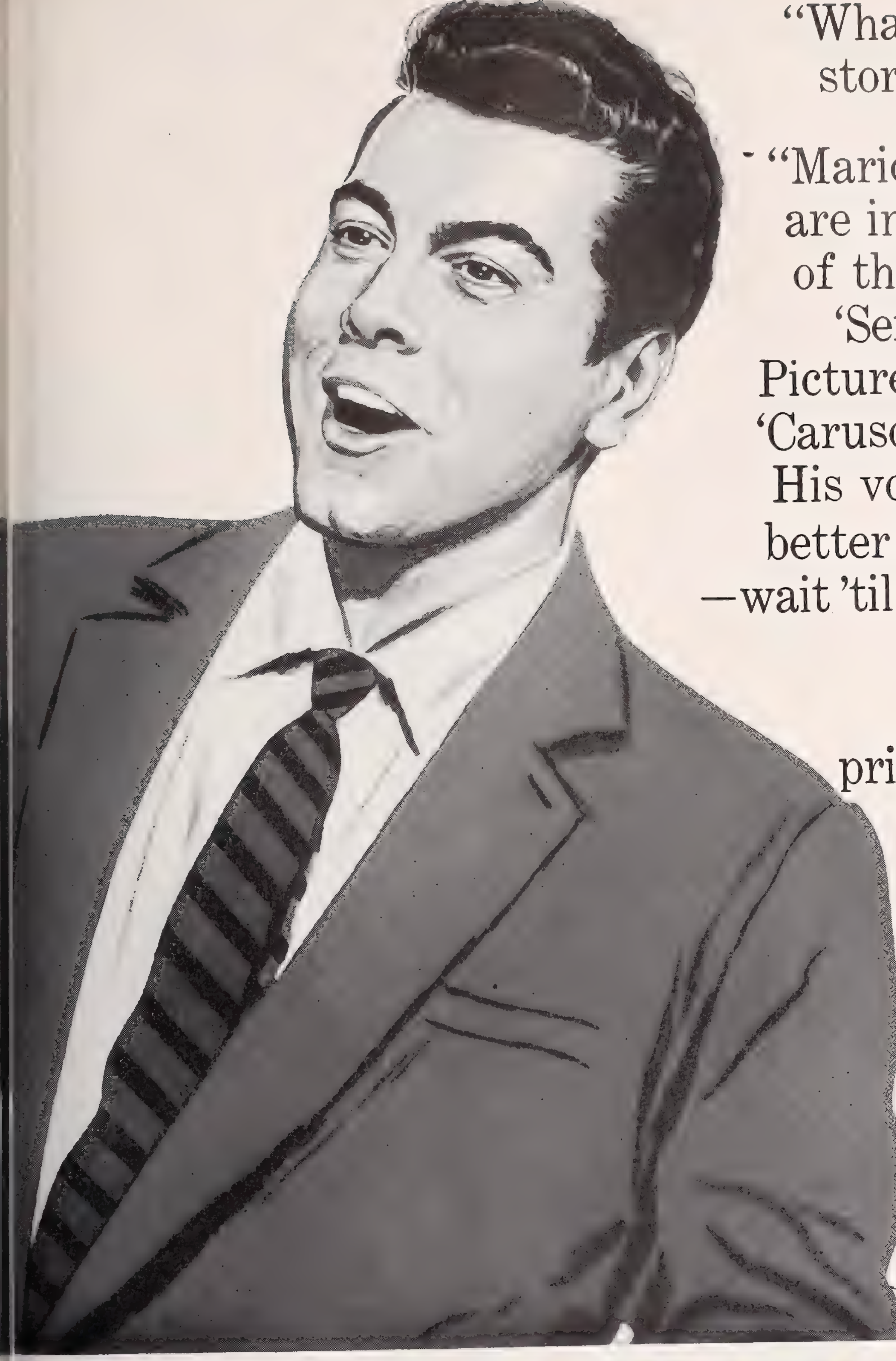
Universal has blueprinted a campaign on "Away All Boats" that is similar to that used on "To Hell and Back," according to vice-president David Lipton. The picture is set for summer release and Lipton said that almost every facet of the advance publicity and promotion campaign had been mapped out and put into motion.

Universal, he said, has been assured of the same cooperation from the navy as it received from the army on "To Hell and Back." "Away All Boats" will be given the same type of saturation national television spot campaign and billboard treatment as was given to the Audie Murphy picture. The actual promotion campaign started two years ago when the company purchased the screen rights to the book.


RADIO CITY
RADIO CITY
DIO CITY Music Hall RADIO CITY

FOR EASTER MARIO LA
NEW YORK AT RADIO CITY M

with JOSEPH CALLEIA · HARRY BELLAVER and VINCENT EDWARDS Screen Play by IVAN GOFF & BEN ROBERTS and JOHN



"What a treat is in store!" **LOUELLA O. PARSONS**

"Mario Lanza's fans are in for the thrill of their lives when 'Serenade' opens. Picture is better than 'Caruso', so is Mario. His voice was never better and his acting —wait 'til you see him!"
HEDDA HOPPER

"At a recent private screening of 'Serenade', the audience rose to its feet to applaud Mario Lanza's singing!"
DOROTHY KILGALLEN

ZA WILL "SERENADE"

HALL !

FROM WARNER BROS.
IN WARNERCOLOR

CO-STARRING
JOAN FONTAINE
SARITA MONTIEL · VINCENT PRICE

Nicholas Brodszky
my Cahn
Produced by **HENRY BLANKE** Directed by **ANTHONY MANN**

Para. Net

(*Continued from page* 1)

716 shares outstanding to holders of record on that date.

Comparative consolidated earnings for the year 1954 were estimated at $9,003,000 and included net profit in sale and adjustment in subsidiary and affiliated companies of approximately $832,000. The earnings including the net profit represented $4.10 per share and, excluding net profit, $3.72 per share on the 2,195,027 shares then outstanding.

Consolidated earnings for the fourth quarter ended Dec. 31, 1955, after taxes are estimated at $2,028,000. These earnings include profit on sale of film shorts and adjustment of investment in affiliated firms of approximately $283,000. These estimated earnings, including this profit, represent 94 cents per share and excluding this profit, 81 cents per share. The comparative consolidated earnings for the quarter ended Jan. 1, 1955, were estimated at $2,613,000 or $1.19 per share; no corresponding non-recurring profit was realized in the same period of 1954.

Connor to Manage

(*Continued from page* 1)

tion for Cinerama. A showman for over 30 years, Connor previously managed Cinerama theatres in St. Louis and Washington.

Isaac also disclosed the appointment of Eddie Howe, a former press representative for numerous circus units, as director of public relations for the Cinerama Theatre. Cinerama, Inc. acquired the theatre earlier this year and is converting it for screening of its films.

Showboat Owner Dies

ST. LOUIS, March 7.—Funeral services were held here for Capt. Ben F. Menke, one of the owners of the Showboat "Goldenrod" for many years. At one time he and his three brothers operated three showboats on the Mississippi River.

FLY B·O·A·C
The Monarch
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Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

REVIEWS:

Forbidden Planet

M-G-M—CinemaScope

A UNIQUE VENTURE into the possible world of tomorrow, an intriguing selling point, forms the background of M-G-M's CinemaScope and Eastman Color production, "Forbidden Planet," which has Walter Pidgeon, Anne Francis, Leslie Nielsen and Warren Stevens in the lead roles.

Delving into science fiction, "Forbidden Planet" comes up with some startling ideas, all closely knit to hold the interest. While it is as far-fetched as the imagination can go, it nevertheless treats the theme of 23rd Century life with imaginative exactness and supports the fantastic with a predictable sense of realism.

As the doctor who leaves earth in the year 2000 and survives the elements on Altair-4 (a space planet), Pidgeon is convincing. Likewise, better than average performances are given by Nielsen, as the commander of the space ship that seeks to rescue the doctor and return him to earth; Miss Francis, as the daughter of the doctor, and Stevens as the space ship's doctor.

Producer Nicholas Nayfack devotes considerable footage to the action on Planet Altair, much of it very plausibly realistic for the 23rd Century. He introduces more than enough suspense to please the audience, especially action fans.

Based on a story by Irving Block and Allen Adler, the film tells of the mechanisms of theoristic machinery on the planet and the reasons why Pidgeon refuses to return to earth aboard the space ship. Subsequently, the crew is attacked by an invisible monster that is described as being a figment of Pidgeon's imagination. After the death of several crewmen, the "monster" turns on Pidgeon. However, Miss Francis escapes the final fury in time to join Nielsen aboard the space ship as it returns to earth.

"Robby the Robot," introduced in the film, should appeal to children. His mechanized actions and thinking are interwoven in the story which is enhanced with clever sound effects supplied by Louis and Bebe Barron.

Running time, 98 minutes. General classification. For March release.

JACK EDEN

Comanche

Krueger-United Artists—CinemaScope

THERE IS PLENTY of excitement in Carl Krueger's screenplay and production but what stands out as the most memorable is the excellent photography of the rugged locale of the story. In some respects the narrative is standard, but it has enough sidelights to give it a certain amount of distinction.

The cast is headed by Dana Andrews, Kent Smith and Linda Cristal, all giving competent performances. Director George Sherman, in putting his players through their paces, used every opportunity to accentuate the scenic possibilities.

"Comanche" tells the story of the bitterness between the Indians and the white men in the U.S. Southwest during the 1870's and it depicts the good and the bad of both sides. It points up the efforts to establish peace among the factions. Andrews does a fine job as a cavalry scout whose mission is to negotiate an honorable peace with the Comanche Indian chief, Smith. But raids interfere with the plans and Andrews has a long road to travel before his goal is accomplished. The romantic angle is supplied by Miss Cristal, survivor of her massacred family, who is taken captive by the Indians and who eventually falls in love with Andrews during the exciting episodes of peace efforts and ultimate rescue. The color by DeLuxe is excellent.

Running time, 87 minutes. General classification. For March release.

Ky. Bow for 'Scout'

"Quincannon, Frontier Scout," Bel-Air production, starring Tony Martin, will have its world premiere in Mayfield, Ky., on April 6. Governor A. B. "Happy" Chandler, former Baseball Commissioner, will head a list of official dignitaries at the opening.

Vending Exhibit

Nu-Matic Machines, Inc., will exhibit its Barvend and Frankvend concession equipment at a demonstration in the Hotel New Yorker here on Saturday and Sunday. Dick Lavoie, sales manager, said the exhibits would be open all day on both days.

'Fame'

(*Continued from page* 1

United States, Canada and
Britain and television critics o
tionwide basis, are consider
best in the field.

These voters have no axe t
and their impartiality is rec
as one of the main reasons
constant references to "Fame
source of important informatio
pictures, performers and sho

All Records Since 1931

Among the vital sections
found in the film portion of
are the top money-making s
the year (divided into circuit
pendent theatres and combi
talent of the champion box off
tures of the year, producers
rectors and writers of the ch
pictures of the year (each b
and alphabetically) and the
rating of all producers and d
(by total and alphabetically
the inception of "Fame" in 1

Others include the champio
subjects of the year, the stars
morrow and the annual mone
ing pictures dating back to
ginning of "Fame." In additio
is a section devoted to the top
makers of Britain.

TV Section Expanded

The television section has
greatly expanded and includ
champions from every possible
fication of program and perfor
each category the top three
are listed with detailed info
given on the number one
Among the multitude of cat
are such as Best Network P
Best Television Performer, Bes
ety Program, Best Mystery P
Best Comedy Team, Best Syn
Film Series, Best Master of
monies, etc.

In addition to the detailed
in both the film and television s
(with dozens of acompanying
graphs), there are several
stories about both media.

'Richard III'

(*Continued from page* 1)

statement by a representative
theatre.

The circuit representative
stated that business thus fa
been excellent" as the film ha
252 in advance ticket sales wh
clude box office "takes" on M
and Tuesday.

Tickets for the "roadshow
formances of "Richard III" are
eight weeks in advance. Th
seat Bijou Theatre, when com
sold out, would have a gr
$1,346, the theatre represe
stated.

SPECIAL TRAILERS FAST!
We deliver trailers in a
Let us serv
Filmack
TRAILER C
CHICAGO 1327 S. WA
NEW YORK 341 W. 44

' Expects Good Earnings

(*Continued from page 1*)

oint said he would not sell the for $10,000,000.

Universal Pictures president naintained that there are other s to consider, stressing that the- remain the company's best cus- s and Universal "won't do any- to kill our present customers." so held that the value of Uni- 's inventory to TV will not de- with time, contending now, he recent sales of the RKO Ra- ctures and Warner Brothers li- s, that a buyer's market exists TV market for old features.

management slate of directors elected by a vote of 938,490 in favor with no opposition.

kmil, in response to stockhold- uestions, also disclosed the fol- g:

No Merger Contemplated

iversal and Decca Records, owns 74 per cent of Universal on stock, have given up all in- ns of merging the two compa-

does not think that Universal's d quarter will be much better the first quarter, which Rackmil ared favorably with the first er earnings of other companies.

ere is no intention at the mo- to increase dividends.

denied reports that he is inter- in selling his holdings in Decca ds, of which he also is presi-

e company has no plans as to the nt warrants outstanding which in April.

himel Queried on Trust Suits

olph Schimel, vice-president and al counsel, in response to a ques- aid he felt that the peak in anti- suits has been reached. He held the statute of limitations of six holds true on suits filed now mpared to suits filed during the d when the limitations statute olled by the consent decrees.

ckmil, who presided at the meeting, said that Decca Records is "happy" with its present stock ownership of Universal Pictures, saying it would not make a difference if Decca owned 80 or 85 percent instead of 74 percent of Universal Pictures common stock. It was stated that $3,800,000 was spent in advertising during the 1955 fiscal year as compared to $2,920,000 the previous year. The average price paid by the company for the purchase of warrants during the year was $16.74, while an average price of $30 per share was paid for common stock purchased by the company, it was stated.

To a query on toll TV, Rackmil said the company has no position regarding that issue, adding his considered guess that nothing is going to happen on the question for the next five years.

Blumberg, Rackmil Re-elected to Posts

N. J. Blumberg, chairman of the board, and Milton R. Rackmil, president, were reelected to their posts here yesterday at a board of directors meeting, convened following the annual meeting of stockholders.

Other officers reelected were the following: Alfred E. Daff, executive vice-president; Adolph Schimel, vice-president, general counsel and secretary; Eugene F. Walsh, vice-president, treasurer and assistant secretary; Charles J. Feldman, David A. Lipton, Edward Muhl, John J. O'Connor, vice-presidents; R. M. Miles, controller and assistant treasurer; George Douglas and Charles H. Stineford, assistant treasurers and Morris Davis and Anthony Petti, assistant secretaries.

Dividend Declared

At the same time, the board declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on March 30, to stockholders of record on March 24.

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ledo Business Ads llyhoo Theatres

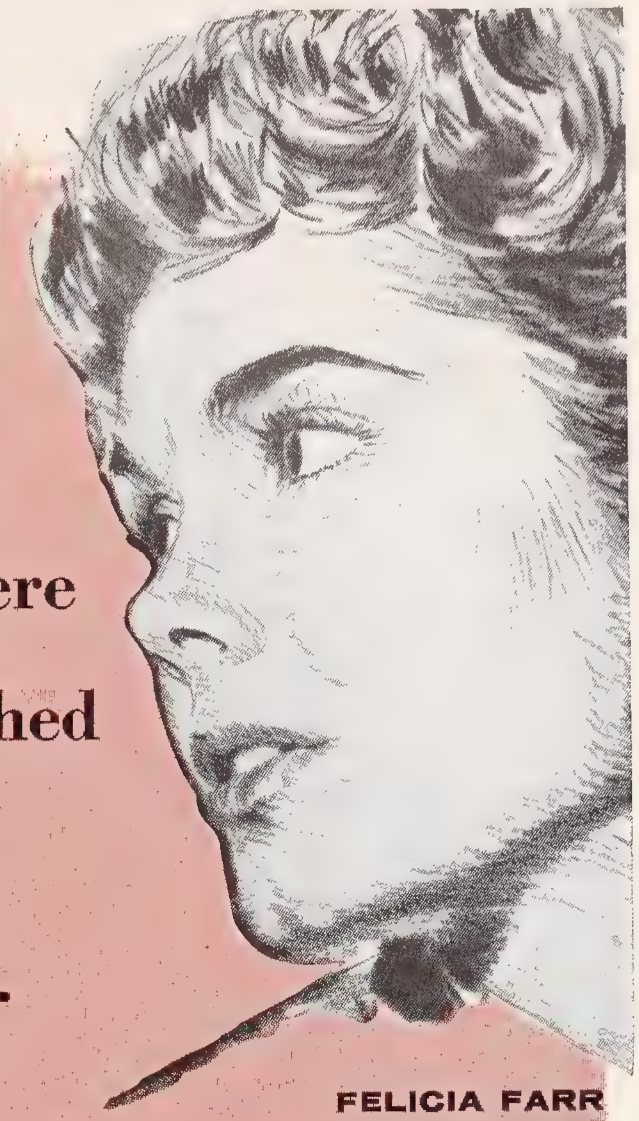
LEDO, March 14.—Downtown lo Associates, a voluntary organi- n of several hundred owners and tors of business whose interests oncerned with not only conserv- but developing the downtown directed its pitch to the enter- ent field in its most recent ad- ement in the local papers.

is group developed the general at for these ads. This format des the legend, "In Downtown do You Get All Three, Greater tion, More Convenience and er Service." The advertisements point up the fact that there are 28 parking spaces, that down- Toledo is 20 minutes from any of the city and that there are 52 bus seats arriving downtown day.

AA Executives Add To Stock Holdings

WASHINGTON, March 14.—Four officers of Allied Artists Pictures Corp., through the employes' stock plan, and outside sources, have purchased and increased their company holdings, according to the Securities and Exchange Commission.

Marvin E. Mirisch, assistant secretary, bought 3,000 common shares, making his holdings that amount. Maurice R. Goldstein, vice-president, acquired 6,000 common shares through the employes stock purchase plan, increasing his direct holdings to 8,100. Edward Morey, vice-president, acquired 6,000 common shares through the stock purchase plan, increasing his direct holdings to 7,650 shares. Norton V. Ritchey, vice-president, acquired 6,000 common shares to increase his direct holdings to 9,249 shares.



Naomi,
Whose
Lips Were
Untouched
By Any
Man's...
Until
JUBAL!

FELICIA FARR
as NAOMI

Remember his name . . .
JUBAL
. . . You'll remember his story —
—the way you remember
Columbia's "THE MAN FROM LARAMIE"

CINEMASCOPE
COLOR BY
TECHNICOLOR

Glenn Ford • Ernest Borgnine • Rod Steiger... in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture

Hint MGM-TV Show Won't Be Renewed By Sponsor in Fall

The sponsor for M-G-M's weekly television show over the American Broadcasting Company's TV network is not expected to "pick up the tab" for the 1956-57 telecasting season "and the network is not pressuring him to do so," it was reported here yesterday by an ABC-TV official.

According to the ABC-TV official, the "M-G-M Parade," which has undergone several shakeups in an effort to stimulate more interest among viewers, may have its last network appearance on May 2.

Started Last September

The film studio's half-hour show, which made its TV debut last September with George Murphy as host, is presented every Wednesday evening from 8:30 to 9 p.m. A new format was introduced for last night's show when the host, who is now Walter Pidgeon, an installment from M-G-M's "Captains Courageous." Previously, the "M-G-M Parade" was made up of film clips from the studio's library and from current films.

Howard Dietz, vice-president for M-G-M, commenting on the TV show in yesterday's "New York Times," stated he did not think the program would be on the air this summer.

New Screen Process

(*Continued from page 1*)

its pair of standard projectors. Accordingly, two projectors are used simultaneously in "Thrillarama" but only after synchronization and precise aiming by means of a base mechanism featuring both horizontal and vertical controls. Each projector cross-beams one-half of the total picture onto the screen, with the dovetail precisely at film-center. The standard 35 mm. filmstrip, photographed for standard four-hole pull-down in projection is used.

The originator of the new projection process, Reynolds, a native of Texas, conceived the idea two years ago after glimpsing through a sports magazine that featured a two-page photograph of a horse race. Only a broken line between the pages deterred reader interest and, after carefuly analysis, Reynolds conceived the idea for Thrillarama.

Tried Out in Dallas

Preliminary tests were held early last year in the then closed Capitan Theatre at Dallas, where Reynolds joined James Skinner, a projection engineer, in the experimentation. Subsequent approval by Texas showmen led Reynolds to contact the Wolff Studios, which then began actual processing for future market use.

"Thrillarama Adventure," a spectacle film, required five months of shooting by the Wolff production staff. Using a new optical system of lenses and mirrors as developed by Wolff, the Thrillarama process scans an area more than twice as wide as a single camera and uses the "vacant" area between sprocket holes. Made in France, the camera features a separate sound track.

Screen Deeply Curved

The screen, a deeply curved specular linyl plastic type, may be installed in front of and without disturbing existing screens, regardless of size, it is claimed. The corporation has determined that 60 to 100 feet widths are contemplated as they are the most prevalent auditorium requirements. The Raytone Screen Co. is selling the new curved screen that is provided with an erector type screen frame designed by Dallas engineer Tom Paulkin.

Reynolds' conviction that the new process could be made available for all exhibitors in all sections of the nation was the main argument during the early stages of technical development. He incorporated into distribution plans the idea that Thrillarama would be within reach of theatre patrons everywhere by use of "portable" equipment. He also believed that showings in this manner at popular prices would rekindle the enthusiasm many millions of patror had for motion pictures.

Reynolds discounted earlie gestions that Thrillarama be uted solely to large metropolita tres on the basis of a long-r though he said the distributi calls for premieres in these he added that small town theat also have the process avail later dates. All equipment portable, he said.

AB-PT

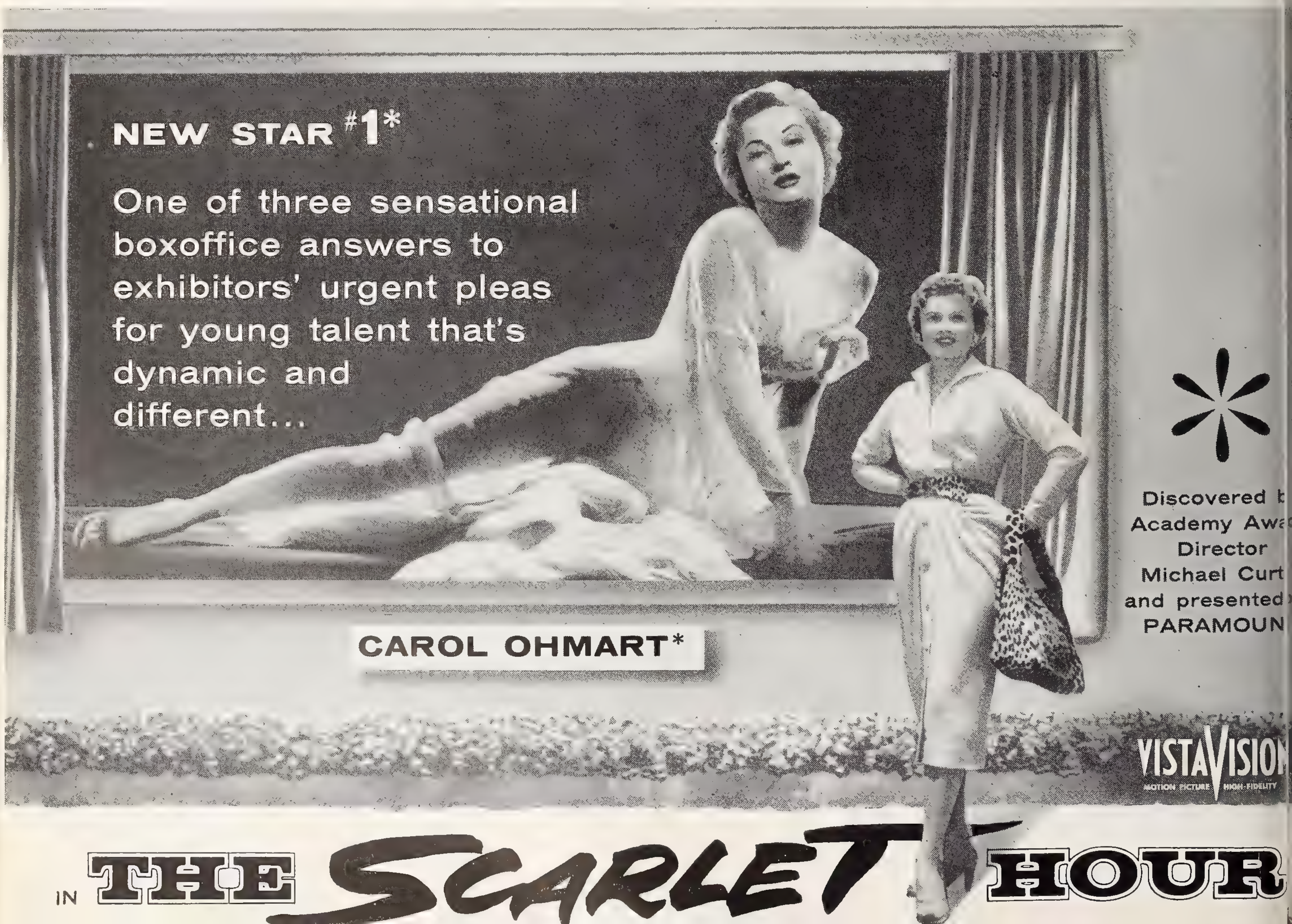
(*Continued from page 1*

the death of Walter W. G Feb. 16.

Goldenson also announced t tion of Herbert B. Lazarus, counsel, vice - p of the c tion.

H. B. Lazarus

The b directors declared dends cents pe on the ou ing p and 25 per sha the outs common of the c tion, payable April 20 to hol record on March 27.


NEW STAR #1*
One of three sensational boxoffice answers to exhibitors' urgent pleas for young talent that's dynamic and different...
CAROL OHMART*
*
Discovered b
Academy Awa
Director
Michael Curt
and presented
PARAMOUN
VISTAVISION
MOTION PICTURE HIGH-FIDELITY
IN THE SCARLET HOUR

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 52 NEW YORK, U. S. A., FRIDAY, MARCH 16, 1956 TEN CENTS

C Filing

e Tax Set-off $18,647,229 or RKO Use

eal Cumulative '55 icit in Statement

From THE DAILY Bureau

SHINGTON, March 15.–RKO dio, the parent company of Radio Pictures, inherited a of $18,647,229 from RKO Pictures which, in the opinion counsel, can be available as s against taxable income of Radio Pictures in the future, ding to papers filed here with ecurities and Exchange Commis-

papers were filed by General

(*Continued on page* 5)

w 3-Year Pact r Blumenstock

From THE DAILY Bureau

SHINGTON, March 15. – A three-year contract for Mort men- ck, vice- sident harge of tising and licity Warner ers, was sed here statement with the ities and ange Com- on.

Mort Blumenstock

e contract, ch went ffect March 5, provides for com- tion of $1,500 per week, plus per week for expenses.

cklash' Starts rritorial Dates

Special to THE DAILY

OUSTON, March 15.–Following "gala" premiere of Universal's klash" at the Majestic Theatre last night, the picture was hed on a series of Texas terri- engagements today. The

(*Continued on page* 5)

RKO Theatres to Shift 'Holders Meets to N.Y.

From THE DAILY Bureau

WASHINGTON, March 15. – Beginning next year, RKO Theatres will hold its annual meeting of stockholders in New York City on the second Friday in April, according to a change in the company's by-laws adopted by the board of directors.

A statement announcing the change was filed with the Securities and Exchange Commission here. This year, as in previous years, the practice has been to hold the annual meeting in Wilmington, Del.

COMPO is Lauded For 'Army' Handling

Major General G. S. Meloy, Jr., Chief of Information and Education, U. S. Army, in a letter to Robert W. Coyne, COMPO special counsel, yesterday expressed his pleasure that the documentary film, "This Is Your Army," has showed a modest profit and extended his sincere appreciation to the industry for its cooperation. Distribution of the film was sponsored by COMPO with the cooperation of the sales managers of all the major companies.

"In connection with the theatrical distribution of 'This Is Your Army' by your organization," wrote General Meloy, "it gives me great pleasure to learn that proceeds from the exhibi-

(*Continued on page* 10)

Ad Code May Be Revised

The Advertising Advisory Council of the Motion Picture Association of America has been asked for suggestions as to a possible revision in the Advertising Code due to the current study of the industry's self regulation practices.

The suggestions have been requested by Gordon White, head of the MPAA's advertising code administration.

The move, it was reported, is complementary to the formation of a four-man Production Code committee consisting of Barney Balaban, Daniel O'Shea, Abe Schneider and chairman Eric Johnston. This committee, which was formed in late January, will explore all phases of self-regulation in

(*Continued on page* 5)

Olivier Unimpressed By 'Richard' on TV

From THE DAILY Bureau

WASHINGTON, March 15.–Sir Laurence Olivier didn't think much of the television showing of his "Richard III."

The producer-director-star of the film, in an interview with Washington "Post" film critic Richard L. Coe, said he thought Sunday's TV presentation "deplorable." Specifically, he criticized the lack of color and size, the

(*Continued on page* 5)

Sees Consideration

Coyne Hopeful Of Tax Relief Vote in Spring

Predict Ways and Means Group Will Act on Cut

By J. A. OTTEN

WASHINGTON, March 15.–Robert Coyne, one of the three directors of the Council of Motion Picture Organizations, said he was "pretty hopeful" of getting a House Ways and Means Committee vote this spring on further admissions tax relief.

"I think we'll get some consideration, either through a hearing or through an executive session without a hearing," Coyne said. He has been here since Tuesday contacting lawmakers on the question of admission tax relief for theatres.

Coyne said COMPO's tax committee has been working to get exhibitors around the country to contact

(*Continued on page* 8)

To Seek Tax Cut for Small Corporation

From THE DAILY Bureau

WASHINGTON, March 15.–Senator Fulbright (D., Ark.) said he and a group of other Senators would try to make an income tax cut for small firms an amendment to a House-passed bill to continue the present 52 per cent corporate tax rate.

Fulbright admitted, however, that the odds were against his success.

The House this week passed a bill

(*Continued on page* 8)

Rank's Export Gross Now Over 50%

Davis Tells City of London of UK Films' Fight for Export Markets

By PETER BURNUP

LONDON, March 15.–British producers are, and always will be, at a disadvantage compared with their Hollywood competitors in the struggle for film markets, John Davis, managing director of the J. Arthur Rank Organization, asserts in an article in the authoritative "Financial Times" entitled "British Film Exports."

The Davis piece set out with the postulate: "For a film industry to succeed it must have a sound domestic market."

"Of the major revenue available from the free world markets the American producer secures 60 per cent from the U. S. alone," Davis continues, "and his earnings in Great Britain give him a further 15 per cent. The revenue equivalent to this 15 per cent, therefore, constitutes the return that a British producer obtains from his much smaller domestic market."

This means, continues Davis: "The British film industry must export to exist."

Davis concedes that it had frequently been assumed that, at the end of hostilities, the British Common-

(*Continued on page* 8)

House Unit to Probe FCC-Networks Link

From THE DAILY Bureau

Television Today..

WASHINGTON, Mar. 15. – A House Small Business Subcommittee said it would start hearings Tuesday to determine whether the major networks "unduly influence" Federal Communications Commission policies. Rep. Evins (D., Tenn.), subcommittee chairman, said he had subpoenaed CBS, NBC and RCA to produce all correspondence between them and

(*Continued on page* 8)

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, left New York yesterday for Hollywood, and DAVID A. LIPTON, U-I vice-president, will leave today.

•

MEYER HUTNER, Eastern advertising and publicity director for Samuel Goldwyn Prods., will return to New York from Hollywood at the weekend.

•

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will leave here Sunday for Denver, Salt Lake City and Los Angeles.

•

MARK GRINIEFF, president of U. S. Film Export Corp., left for London last night via B.O.A.C. Monarch.

•

SHELDON REYNOLDS, producer-director, is in New York from Hollywood.

•

HELEN FERRUCCI, of Jack Shaindlin's office, will leave here over the weekend for Palm Beach.

•

DAVE CANTOR, RKO Radio exploitation manager, has returned to New York from Detroit.

•

JULES LEVEY, independent distributor, left here yesterday for Miami.

Fox Officials Will Attend 'Space' Bow

A group of top 20th Century-Fox executives will accompany president Spyros P. Skouras to Washington on Monday for a special Congressional and Air Force preview of the CinemaScope production of "On the Threshold of Space" at the Capitol Theatre there.

The group of 20th-Fox officials includes Charles Einfeld, vice-president in charge of advertising, publicity and exploitation; C. Glenn Norris, Eastern sales manager, and Martin Moskowitz, Atlantic division sales manager.

Following the preview on Monday evening, the audience will be guests of Skouras at a reception in the nearby Willard Hotel.

Hoffberg Acquires 'Awara' from India

"Awara," produced in India, has been acquired by Hoffberg Productions, Inc., from R. D. Purie, for exclusive release in the United States and Canada. It will open for an extended first run at the New Cameo Theatre here on March 24.

Abolish Red Tape in Utilizing NYC Locale For Filming, Exploitation in MMPTA Move

A more expeditious method of obtaining permission to use the streets of New York City for the promotion, exploitation or production of motion pictures has been put into effect, it was announced here yesterday by D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association.

Under the new method, the street fair permit form is handled by the city's Department of Commerce and Public Events, which gets the various clearances from the other city departments. Previously, separate approvals had to be obtained from each city department, such as the police, fire and other agencies, thus entailing delays and duplicate effort.

MMPTA acted in obtaining the new set-up, Phillips explained, after receiving numerous complaints from its exhibitor members. The Commerce and Public Events Department also advised Phillips that it will process the applications and advise the applicants at the earliest possible moment, indicating its desire to help New York City maintain its position as the motion picture showcase of the nation.

To Build Theatres For Mexican Films

MEXICO CITY, Mar. 15.—Twenty theatres exclusively for Mexican pictures are to be built in Central and South America under a five-year program that will cost at least $6,400,000 and be financed by the film trade's own bank, the semi-official Banco Nacional Cinematografico. Juan Bandera, manager of Peliculas Mexicanas, old-line independent distributor of Mexican pictures in Latin America, outside this country, is superintending the program. The program is to start before summer with the simultaneous building of two 2,000-seat theatres, each costing $320,000, in sites now being chosen, Bandera said.

Buying or leasing theatres instead of building them is the plan for more Mexican picture theatres stateside of Mex-Film, the new distributor of Mexican films for showing north of the border.

'Herald's' Boston Correspondent Dies

BOSTON, March 15. — Memorial services for Donald O. J. Messenger, 55, Boston correspondent for "Motion Picture Herald," will be held Saturday at Friends Meeting House, Cambridge. He died suddenly in Philadelphia on Monday. Burial will be in Nova Scotia.

Born in Canada, he attended schools in England and served with the British Red Cross during World War I. He was a columnist for the "Christian Science Monitor," and at the time of his death made his home in Littleton, Mass.

Gordon Joins S. Gems

David Gordon, former publicity supervisor in the television department of Dancer-Fitzgerald-Sample, Inc., has joined the press department of Screen Gems, Inc., the television subsidiary of Columbia Pictures, as trade press representative.

5 UA Executives to Promote 'Alexander'

Five key promotion executives for United Artists will visit approximately 30 cities in connection with the $1,000,000 campaign for Robert Rossen's CinemaScope production of "Alexander the Great," it was announced by Roger H. Lewis, United Artist national director of advertising, publicity and exploitation.

Alfred H. Tamarin, UA's assistant national director of advertising, publicity and exploitation, and world coordinator of production and preproduction activities, left New York yesterday for Cleveland, Chicago and St. Louis, where he will confer with field personnel and circuit heads.

Other UA executives taking to the field include Lewis, advertising manager Joseph Gould, publicity manager Mort Nathanson, and exploitation manager Mori Krushen. The staggered slate of junkets will cover six weeks.

N. Y. Licensing Bill Opposed by Dr. Flick

ALBANY, N. Y., March 15.—The Noonan film licensing fees bill, which unanimously passed the Assembly Tuesday and which will be on third reading calendar in the Senate Monday night, might cost the state as much as $300,000 annually in revenue and "put the motion picture division in the red, or close to it," Dr. Hugh M. Flick, assistant to state education commissioner James E. Allen, Jr., and for six years director of the department's film division, said today.

Expressing the opinion that many legislators misunderstand the measure's objective or result, Dr. Flick pointed out that it increases the fee for licensing original film from three to four dollars per thousand feet, but decreases the rate for copies from two dollars per thousand feet to four dollars for "each additional entire copy." The latter change would cause a drastic reduction in revenue, he said.

. . . NEWS ROUNDUP

Adds Denver Drive-in

Edward Shulman, Cleveland
eral manager of an art theatre cir
has announced the acquisition of
Vogue in Denver. This will be
sixth theatre in the circuit w
follows an art house policy.
others are: the Studio Theatre,
troit; Bexley, Columbus, O.; H
Art, Cleveland; Crescent Art, L
ville, Ky., and the Waco, Huntin
W. Va.

■

Wile on Speaking Tour

Robert Wile, secretary of the
dependent Theatre Owners of
has lined up the following sche
of Ohio speaking dates: March
noon meeting of the Motion Pic
Council of Greater Youngst
March 20—evening meeting of
Lions Club of Jeffersonville; M
22—evening meeting of the Kiw
Club of Ripley; March 27—eve
meeting of the Exchange Clu
Lancaster.

■

GPE Reports '55 Earning

Consolidated sales of General
cision Equipment Corp. for
were eight per cent higher tha
the previous year, reaching the re
figure of $133,337,819, as comp
with $123,332,634 for 1954.
year's consolidated net profit
$2,530,758, equal to $2.05 per s
on 1,031,644 shares of common s
outstanding at the year-end.
1954, consolidated net profit amo
ed to $5,488,090, equal to $5.54
share on 934,174 common shares
outstanding.

■

Start Suzan Ball Drive

Chicago will be national headq
ters for a $1,000,000 fund-rai
drive in memory of actress Su
Ball. Gael Sullivan will serve as
tional chairman, with Dick Po
and his wife, June Allyson, as
co-chairmen. Proceeds will go to
City of Hope in Los Angeles.

NEW YORK THEATR
RADIO CITY MUSIC HALL
Rockefeller Center
WILLIAM HOLDEN
PICNIC
with KIM NOVAK
Co-Starring ROSALIND RUSSE
A Columbia Picture
and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F
Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-
Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D.
London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo
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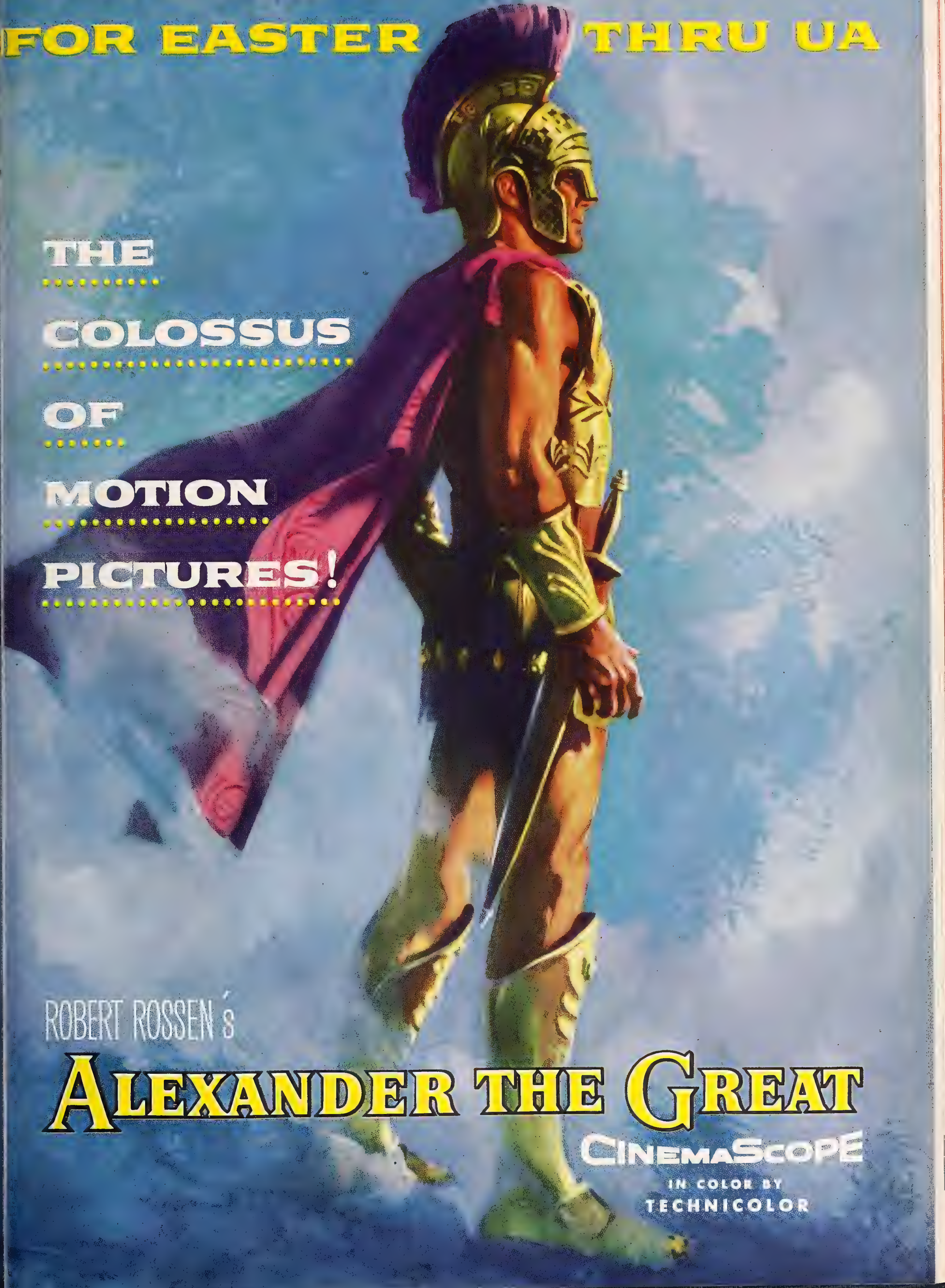

FOR EASTER THRU UA
THE
COLOSSUS
OF
MOTION
PICTURES!
ROBERT ROSSEN's
ALEXANDER THE GREAT
CINEMASCOPE
IN COLOR BY
TECHNICOLOR

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

A NEW manual drink dispenser to serve Pepsi-Cola has been marketed by S & S Products, Inc., Lima, Ohio. It was originally made for plant and office use but has now been adapted to the theatre market. It has a high volume capacity: 25 to 80 gallons an hour chilled to 40°F. One attendant can operate the machine "quickly and efficiently," and there are five different models, it is stated.

●

S.O.S. Cinema Supply Corp., New York, has announced it will have an exhibit of motion picture and television production equipment at the SMPTE convention to be held April 29th through May 4th at the Hotel Statler in New York. Of special interest, according to Joseph A. Tanney, S.O.S. president, will be the newly improved "Tel-Animaprint" hot press title machine, the new Link "in-an-outer" microphone boom and the S.O.S. action viewer. All visitors to the company's two booths will be given a handy portfolio with their names imprinted.

●

Three new models of portable electric vacuum blowers have been announced by the Pullman Vacuum Cleaner Corp., Boston. The unit weighs only 7 pounds, and the company says the design is "compact enough to permit operators to clean in and around difficult theatre seat areas." The machines employ a turbine principle and a motor up to 1 and 1/3 h.p.

●

The Fischman Company, Philadelphia, which makes a line of soda fountain equipment, has announced an improved, heavy-duty carbonator for fountain use. It is called the "Improved Spark-L-Mix Model 6000-VO." It employs a special jet nozzle atomizing system designed to insure maximum carbonated gas absorption and a special twin filtration system to screen impurities. There is an all stainless steel tank with welded stainless steel fittings. Power is by a heavy-duty G.E. ¼ h.p. motor.

●

Wagner Sign Service, Inc., Chicago, which makes attraction boards, frames, glass and letters, has underway a contest to encourage manufacturers, dealers and salesmen to procure good photos of sign installations employing changeable letters. Prizes for the winners are headed by an "all-expense paid" plane trip for two to Las Vegas or Bermuda with hotel accommodations, meals and entertainment included.

45,000 Will Attend IRE Annual Meet

Some 45,000 engineers and scientists will attend the four-day convention of the Institute of Radio Engineers here, March 19-22, at which time new technical developments will be revealed in the program of 275 technical papers and 714 engineering exhibits.

At Two Hotels and Armory

The annual meeting of electronic engineers and scientists, which will be conducted at the Kingsbridge Armory, the Waldorf Astoria Hotel and the Belmont Plaza Hotel here, will be highlighted by trade exhibitors presenting everything from tiny transistors for use in television and in motion pictures to large scale electronic computers.

Paducah TV Request Weighed by the FCC

WASHINGTON, March 15.–The Federal Communications Commission heard argument and then took under advisement the question of whether Columbia Amusement Co. should get a Paducah, Ky., television channel.

A commission decision may be several months coming. An FCC hearing examiner earlier recommended that Columbia get the channel rather than Paducah Newspapers, Inc. The newspaper firm then appealed to the full commission.

In argument today, Columbia emphasized the hearing examiner's finding that the newspaper firm already has a dominant position in the communications field in the area, and that Columbia's licensing for the TV channel would tend to weaken this dominant position.

Cooperman Joins Jacon on W. Coast

Alex Cooperman, West Coast distribution executive, has joined Jacon Film Distributors, Inc., as Western division representative, it was announced by Bernard Jacon, president of the new company. Cooperman will cover the 11 Western states.

Prior to his affiliation, Cooperman was West Coast division manager of I. F. E. Releasing Corp., since its inception. During his 22-year career in the industry, he previously was associated with Metro-Goldwyn-Mayer, Eagle-Lion and Lux.

3,000-Seat Theatre For Ft. Lauderdale

FT. LAUDERDALE, March 15.–Plans have been announced for the construction of a $1,500,000 theatre here by Charles Creighton and Nicholas George, president of the George Theatres in Detroit, Mich.

Construction is expected to start immediately on the house that will seat some 3,000 patrons. The owners, who claim it will be the largest in Florida, expect it will be ready for opening in the spring of next year.

Dual Language Films With American Stars Planned by Mexico

From THE DAILY Bureau

HOLLYWOOD, March 15.–A full-scale move toward finding a niche in the world market for films made with Latin-American backgrounds by Mexican producers is now under way, Ruben Calderon, head of Domino Films, said here.

Calderon, whose Azteca Distributing Co. was absorbed by Cimex, one of the three government-subsidized film distributing and financing organizations in Mexico, said this move will be attempted with dual language productions, made in English and Spanish, featuring American stars in stories that have universal appeal.

'Black Moon' Is First

Calderon said his production organization alone will deliver four films each year to English speaking countries. The first one, "Black Moon," is currently being made in color in Cuba and Mexico.

"We propose to effect an open door policy with Hollywood producers seeking an opportunity for co-production of 'packages' which lend themselves to Latin-American backgrounds and Mexican studio facilities," Calderon stated.

Production Upswing; 25 Pictures in Work

HOLLYWOOD, March 15. – Production appeared to be on the upswing last week with a total of 25 pictures now before the cameras. Seven new pictures were started and four others were completed.

Started were: "Scandal, Inc.," Bonanza Prods. (Independent); Julie," Arwin Prods. (Metro-Goldwyn-Mayer); "Gunfight at OK Corral," VistaVision, Technicolor (Paramount); "Hot Cars," Bel-Air Prods., and "Gun the Man Down," Morrison-McLaglen (United Artists); "Kelly and Me," CinemaScope, Technicolor, and "Battle Hymn," CinemaScope, Technicolor (Universal-International).

Completed were: "Tarzan and the Lost Safari," Sol Lesser Prods., Eastman Color (Independent); "High Society," VistaVision, Eastman Color (Metro-Goldwyn-Mayer); "The First Traveling Sales Lady," Superscope, Eastman Color (RKO Radio); "Flight to Hong Kong," Sabre Prods. (United Artists).

Perlmutter Signs for 2-in-Booth in Albany

ALBANY, March 15.–Picketing of the Paramount and Royal, neighborhood houses, ended when Jules Perlmutter signed a contract with Projectionists Local 324, IATSE. Agreement calls for two men in the booths.

Paramount had been picketed since last May, when Perlmutter reopened it, on lease from the Hellman organization; Royal, since Jan. 1, when he reopened it, on lease from Hellman.

PEOPL

John Reed, who left Maco's St. Paul Paramount several years ag to try another field of endeavor, is ck in the motion picture busines as manager at **Ted Mann's** indeper nt Lyceum, St. Paul.

□

J. F. Cross has been appoi ed manager of the Colby Theatre, C y, Wis., succeeding **Robert Hemm**

□

Harry Nebel is the new man er of the Lakes Theatre, Pequot L es, Minn.

□

Jim Fraser, manager of the elworth circuit's Chief Theatre, ed Wing, Minn., has been elected nager of the city-owned Audito m Theatre by the City Council.

□

Albert M. Pickus, owner of ne Stratford Theatre, Stratford, C n., and a TOA vice-president, has en named postoffice committee c rman of the Stratford Chambe of Commerce.

□

Ken V. Cooper, in charge of pu ic relations, advertising and the re trailer sales, has resigned from ssociated Screen News' head offic in Montreal to take up residence in Toronto. **Ted Abrams** succeeds m as director of public relations nd advertising.

□

Norman H. Wright has been ppointed associate producer for Jan Sutherland Productions, Inc.

□

James Maloney has joined Dona ie & Coe, Inc., New York adverti ig agency, as an art director. He viously was a vice-president and in art director at Lennen & Newell or five years, and an art director at Young & Rubicam for 10 years.

□

Mrs. Lester Neely, Jr., Mar Ala., has been elected by the A bama Theatre Owners Assn. to the unexpired term of her late band as vice-president of the org ization. Neely, theatre operator, d d recently after a heart attack.

Madden Latex VP

Edward Madden has been pointed vice-president of Internatio l Latex Corp., a subsidiary of Stan y Warner Corp., it was announced y W. O. Heinze, president of Inter tional Latex. Madden was previou y associated with Motion Pictures r TV, National Broadcasting Co., a d McCann-Erickson.

ux Set-off

(*Continued from page* 1)

& Rubber Co., the parent com- of RKO Teleradio, the subsidi- of which are General Teleradio KO Radio Pictures.

filing, covering the buy-out of Radio Pictures from Howard es last June, also contained ial papers of the picture com- for the 52 weeks ended Jan. 55. It was in the consolidated ent of profit and loss for the any as of Jan. 1, 1955 that the of $18,647,229 was noted. The any, being wholly owned by es, made no public disclosure profit and loss at that time.

accompanying notes to the ial statements, it was stated in the opinion of tax counsel, unusual net operating losses, ted as provided by the tax code ntly, continue to be net operat- sses available as set-offs against le income that may be realized e corporation in succeeding tax- years as provided by the tax

Now in Process of Merging

e RKO Radio Pictures deficit, as led for the first time by the filings, is separate and apart the reported possible carry-over ss reported at over $30,000,000 KO Pictures, the former holding any of RKO Radio Pictures, in Hughes and Atlas Corp. own principal stock holdings. RKO res is now in the process of a ned merger with other Atlas sub- y companies, under a plan of president Floyd Odlum.

turning to RKO Radio Pictures, rofit and loss statement revealed net loss for the 52-week period d Jan. 1, 1955, was $418,556. figure was added to the cumula- deficit of $18,228,672 as of Jan. 54, making the total deficit as of 1, 1955, $18,647,229.

ichard III'

(*Continued from page* 1)

of various gory portions of the and the "advertising intervals," h, he said, "broke the sense of m of the picture."

'd been afraid of this," Sir Lau- e told Coe, "but the fact turned worse than my fears." He said ertainly hoped that rumors that earlier films, "Hamlet" and "Hen- V" were to be licensed for TV vings would turn out to be ndless.

r Laurence said he and his wife, ss Vivien Leigh, will return next to making "Macbeth."

Capital Take Unaffected TV Showing of 'Richard'

ASHINGTON, March 15. – Sun- 's television showing of "Richard has had no harmful effects on the shington theatre showing of the , according to Gerald Wagner, ager of the Playhouse, where the ure opened yesterday. Wagner attendance yesterday and today "very good."

REVIEWS:

Patterns

Myerberg-Harris-United Artists

Strong story values and exceptionally fine acting, along with authentic locales, are selling points that should put "Patterns" high on the amusement calendar of the year. Van Heflin, Everett Sloane and Ed Begley deliver performances that probably will be long remembered. The picture packs a terrific wallop with its realism, especially as it relates to the emotional problems that confront the present-day business executive. Suspense flows naturally from the situations and dialogue of scripter Rod Serling. The feminine angle is touched upon only lightly, but sufficiently by Beatrice Straight as Heflin's helpful wife and by Elizabeth Wilson as the efficient and loyal secretary.

As the head of the monolithic holding company, Sloane gives an exceptional performance, second only to that of Heflin, who is cast as the youthful production genius who is promoted from an Ohio office to departmental head in New York City. Befriending a superior and working partner (Begley), Heflin learns of the shrewd tactics of Sloane who revolts against the old-fashioned business tactics of Begley.

Suspense and drama are continued at a rapid pace as Begley sharpens wits with Sloane at a board meeting, only to retreat when he realizes the upper hand which his superior officer has upon him. Begley dies only moments after leaving the meeting and Heflin then carries on Begley's former crusade of seeking fair and just rights for employes in all of the firm's subsidiary companies. Drama reaches a pitch when Heflin agrees to remain with the firm, then as vice-president, if only to carry on the ideals as set forth by Begley.

Presented by Michael Myerberg and Jed Harris, and directed by Fielder Cook "Patterns" evidences attractive down-to-earth living.

Running time, 83 minutes. General classification. For March release.

JACK EDEN

World Without End

Allied Artists—CinemaScope

Hollywood, March 15

"World Without End" is science-fiction in good hands, with CinemaScope and Technicolor adding their fascinations to a tall tale tied so snugly to a pseudo-plausible premise that audience attention is given no chance to stray. The basic idea–that man can break the time barrier, just as he broke the sound barrier, if he can propel himself at a rate of speed fast enough to achieve the necessary penetration–is treated with complete seriousness in a story that sticks close, with pardonable lapses in the interests of pulchritude or horror, to the main line of imagination on which it sets out. It is a trim and promising box-office entry.

The production is by Richard Heermance, and the story, screenplay and direction are by the resourceful and versatile Edward Bernds, whose best recent workmanship is in evidence on all sides. His story has freshness, substance and conviction. His screenplay keeps the narrative moving steadily ahead, save for useful changes of pace, and his direction makes his players appear plausibly occupied in the implausible activities and experiences that make up the tale. The players – Hugh Marlowe, Nancy Gates, Nelson Leigh, Rod Taylor, Shawn Smith, Lisa Montell, many others – are well matched, as to talent, and come off equally well as to performances and prominence.

In the story, Marlowe is head man of a four-man crew rocketing around Mars in the interests of science, the time being now. The rocket in which they are riding slips a cosmic cog, or some such like, and whisks them forward so swiftly that they land on a planet that turns out to be Earth in the year 2508. Gradually they learn that civilization as they knew it has been wiped out by atomic war, with the surface survivors reverting to abysmal savagery and the fortunate few taking refuge in an underground existence which, when these 1956-ers get there, is a splendid institution indeed, full of convenient gadgets and beautiful girls, but languishing because its men are getting weaker and replenishment of the stock is becoming a problem. The newcomers attend to a great many matters, and have this last in hand also, by the time the picture's over. It's science-fiction of top calibre.

Running time 80 minutes. General classification. Release date, March 21.

WILLIAM R. WEAVER

Little Rivalry Noted Between 'Academies' Of Films and Video

From THE DAILY Bureau

HOLLYWOOD, March 15.—Saturday midnight is deadline for voters in the Academy of Motion Picture Arts and Sciences 28th annual awards election, whose winners, selected from nominees named Feb. 18, will be announced in ceremonies telecast and radiocast from the Hollywood Pantages Theatre here next Wednesday night.

On the same evening that MPAS polls are closing, the Academy of Television Arts and Sciences will be telecasting its eighth annual awards results from the Hollywood Pan-Pacific Auditorium.

Membership Overlaps Slightly

MPAS voting membership numbers 1,710. ATAS membership numbers roughly half as many. There is some overlap in memberships, but not enough to create conflict or confusion. There is no outright rivalry between the academies.

In recent weeks, factions in both academies have expressed differing opinions as to whether show business in general would not be better served if "academy awarding" were separated as to calendar occurrence, and perhaps also as to geographical location, with ATAS making New York its main point of origination. But progress toward any such changes as these is necessarily slow. Decisions are made by boards of directors, and boards change partly or completely as to membership each year.

Ad Code

(*Continued from page* 1)

the industry and is a standing committee of the MPAA which will act as a "watchdog" group and is empowered to make recommendations for changes. It is scheduled to begin work next month on Johnston's return from abroad.

The scope of the four-man committee is said to be large, encompassing proposed changes or amendments to the Production Code's rules and regulations, and examination into its machinery, the Advertising Code, title regulation procedures, as well as all other administrative and procedural problems.

White, it was said, has asked that suggestions for changes in the Advertising Code be prepared by the end of the month.

'Backlash'

(*Continued from page* 1)

Houston opening was a sellout as were the premieres at the Goldman Theatre in Philadelphia and the Joy Theatre in New Orleans, according to reports here.

"Backlash" has been booked for pre-release territorial saturation engagements from coast to coast during the next two weeks. It is one of U-I's important releases of the second half of the company's current Charles J. Feldman annual sales drive.

CRAZY, MAN, CRAZY!

DIG ALL THOSE HEP FIRST-RUN EXHIBS WHO ARE DATIN' THE ROCK 'N ROLL MOVIE

THAT'S THE MOST!

MARCH

WASHINGTON, D.C.	METROPOLITAN and AMBASSADOR	14
PORTLAND, ME.	STRAND	14
MINNEAPOLIS	GOPHER	14
SEATTLE	COLISEUM	15
OKLAHOMA CITY	CENTER	16
PHILADELPHIA	STANLEY	17
LITTLE ROCK	CENTER	28
MEMPHIS	MALCO	30

—and the livin' end ain't even in sight!

ALL THE CATS ARE COMIN'!

TO SEE AND HEAR

THE SCREEN'S FIRST GREAT ROCK AND ROLL FEATURE!

Hot Romance!
Cool Music!
Sizzling Story!
Come and cheer the nation's top rock 'n rollers!

BILL HALEY AND HIS COMETS

ROCK AROUND THE CLOCK

THE PLATTERS (ERNIE FREEMAN COMBO)

TONY MARTINEZ AND HIS BAND

FREDDIE BELL AND HIS BELLBOYS

ALAN FREED

JOHNNY JOHNSTON

ALIX TALTON

LISA GAYE · EARL BARTON · HENRY SLATE · JOHN ARCHER · Story and Screen Play by ROBERT E. KENT and JAMES B. GORDON

Produced by SAM KATZMAN · Directed by FRED F. SEARS · A CLOVER PRODUCTION · A COLUMBIA PICTURE

Columbia IS BOOKING

"ROCK"

– AROUND THE CLOCK!

$3 Millions Deal for Rank Films to US TV

From THE DAILY Bureau

LONDON, March 15.—A fourth deal for the sale of J. Arthur Rank films to American television — this one to produce a minimum of $3,000,000 cash — is now in negotiation, John Davis of the Rank Organization reveals in an article published in London's Financial Times.

The British Film Producers Ass'n., of which Davis is president, has initiated discussions with Eric Johnston, Motion Picture Association of America president, designed to bring about restraints on the sale of American films to British television.

Coyne

(*Continued from page* 1)

their Congressmen, and that the tax committee hoped to have this campaign in full swing by the end of the month.

A key factor in whether the industry succeeds in getting relief, Coyne said, will be the Treasury Department's attitude. He admitted that despite a "very sympathetic" hearing from Secretary Humphrey last month there has not yet been any real indication that the Treasury's long-standing opposition to excise tax cuts has softened.

Coyne said there was no decision yet as to which bill now pending in Congress would be supported by the industry.

Continental to Open Key City Branches

An expansion program involving the setting up of branch offices in key cities throughout the United States was announced by Continental Distributing president Frank Kassler.

First office to be opened is in Los Angeles, headquarters of Continental's West Coast activities, under the management of Harry Thomas, veteran of major and independent distribution. Territory to be handled by Thomas will cover 11 Western states.

Continental has currently in release "The Ladykillers," "The Night My Number Came Up," "Adorable Creatures," "To Paris With Love," "Hiroshima" and "Hill 24 Doesn't Answer."

Davis Recounts Export Effort

(*Continued from page* 1)

wealth and Empire were "naturals" for British films. That, he says, was a miasma of wishful thinking. For, by 1945, "Hollywood seemed to have a stranglehold on the rich markets of both Great Britain and the British Commonwealth. They had, in addition, an imposing backlog of films readily available as well as a continuity of production which enabled them conveniently to re-establish quickly in the large film-hungry territories of Europe."

Says U.K. Films Were Little Known

This, says Davis, was the formidable scene which faced British exporters 10 years ago. Everywhere Hollywood was reaping the harvest of its pre-war operations. Little was known of British films and there was no promise of a continuous flow from Britain. It was necessary to overcome prejudices, says Davis, and to secure outlets for those "many fine films which had been made in the closing stages of hostilities" and to provide screening time for the increasing output.

"Today," he says, "more than 40 per cent of the total revenue earned by British film producers comes from expanding markets overseas. In the case of the Rank Organisation the figure is over 50 per cent."

The Rank Organisation, says Davis, over a year ago sold a group of films to the television market in the U. S. The programs are sponsored by the advertisers. It is therefore reasonable, he argues, that they would only handle programs if they are a draw which will assist the sale of their goods.

"I negotiated two further deals during 1955 and another one is now negotiating producing a minimum cash of $3 million.

"The American public and advertisers are, therefore, interested in British films. I am still hopeful that the American public will before long see them in quantity."

Unfortunately, Davis laments, "the returns which we secure from America are small. This market should—because of its size and because of the material amount of dollars which American producers earn in this country—yield a substantial reward for good British films. It does not," he says, bluntly.

Sees Americans Prejudiced

"Our greatest problem is the apathy and prejudice which exists among American distributors and theatre-owners. Where we make contact with the American public there is a good demand for British films."

British films, he claims, are continually making progress. His best films, he says, play in as many as 16,000 theatres throughout the world, excluding this country.

"The president of one of the leading American companies," says Davis, "recently said that he needed 18,500 theatres (which would include 2,000-odd in the United Kingdom) to justify his foreign operations. I was delighted to see the degree to which the British have progressed in the face of bitter competition."

To Seek Tax Cut

(*Continued from page* 1)

to extend the 52 per cent rate until April 1, 1957. Otherwise it would drop to 47 per cent at the end of this month.

The corporate rate really consists of a 30 per cent rate on the first $25,000 of income and a 52 per cent rate on the rest. Fulbright said he would try to cut the rate on the first $25,000 to 22 per cent, which, he said, would mean a tax cut for all firms making less than $225,000.

'Bad Man' to Palace

M-G-M's "Tribute to a Bad Man" will open at the Palace Theatre here on March 30.

VARIETY CLUB-TENT 35

LUNCHEON — TOOTS SHOR'S — TUES., MAR. 20TH — 12:30 P.M.

• GUESTS OF HONOR •

THE NEW YORK FILM CRITICS

LUNCHEON RESERVATIONS CLOSE MON., MAR. 19TH — 3 P.M.
AT VARIETY CLUB OFFICE — WI.7-5076 — TICKETS $2.50

Para. Sets Showings For 'Birds and Bees'

Special preview screenings of Paramount's "The Birds and the Bees," starring TV comic George Gobel and Mitzi Gaynor, have been scheduled in all 32 branch cities next Tuesday.

New York's Paramount Theatre will be the scene of the invitational showing to which area exhibitors, film buyers, trade press reviewers, newspaper and magazine film critics, radio-TV commentators and other industrial leaders have been invited.

Among the New York industry representatives who have accepted invitations to see the film are Michael Ruden, William Brandt, Irving Dollinger, Arthur M. Rapf, Daniel T. O'Shea, Russell Downing, W. C. Gehring, Eugene Picker, Max A. Cohen, Gerald Shea, Charles J. Feldman, Larry Morris, Max Fellerman, Frank Marshall, J. J. O'Connor, Walter Brecher, Harry M. Kalmine, James R. Velde, Samuel Rosen, George P. Skouras, Al Suchman, Milton Rackmil, Spyros Skouras, Ed Lachman, Martin Levine, Arthur B. Krim, Max E. Youngstein, Charles M. Reagan.

Also, Rube Jackter, Walter E. Branson, Benjamin Kalmenson, Wilbur Snaper, Arthur M. Loew, Joe Ingber, A. Montague, Sidney Stern, Clem Perry, Sol A. Schwartz, Donald Rugoff, Seymour Florin, Jack P. Ha ris, Robert C. Rothafel, Solomon M Strausberg, Harold Rinzler, Euge Pleshette, John Murphy, C. B. Mos Samuel Rinzler, S. H. Fabian, Ric ard Brandt, Emanuel Frisch, Walt Reade, Jr., W. J. Heineman, Juli Joelson, and many others

Barney Balaban and Adolph Zuk head the list of home office executiv who will be on hand for the unvei ing of "The Birds and the Bees" the New York Paramount.

Concessions Meeting Now Set for April 4

Special to THE DAILY

CHICAGO, March 15.—The Midw regional popcorn and concession dustries' one-day conference sch uled at the Sherman Hotel here yesterday was postponed to April A last-minute notice from B Nathan, president of the Popc and Concessions Association, cha ing the conference date, stated t postponement was necessary becau so many members had conflicti commitments. The conference the will be "Are You Trading Dollars Making a Profit?"

House Group

(*Continued from page* 1)

any other party dealing with matt pending or coming before the FC and with the hiring or firing of FC personnel. Evins said the subcomm tee had received complaints that t networks controlled FCC policies intimidating FCC personnel.

Points to Own Weakness

Evins claimed that in a recent co ference with FCC officials, Chairm McConnaughey had admitted that was the "weakest chairman of any the regulatory agencies" and did n have the power to hire and fire. M Connaughey's assistant, Robert L Rue, had said that he could not gi the names of FCC personnel who h prepared various staff memoranda b cause the networks would have the fired.

The Evins investigation would the third of this subject now goi on. A House judiciary subcommitt has announced plans to go into th subject later this month, and the sa charges have been made at the Se ate Commerce Committee hearings the subject.

RCA Official Heard

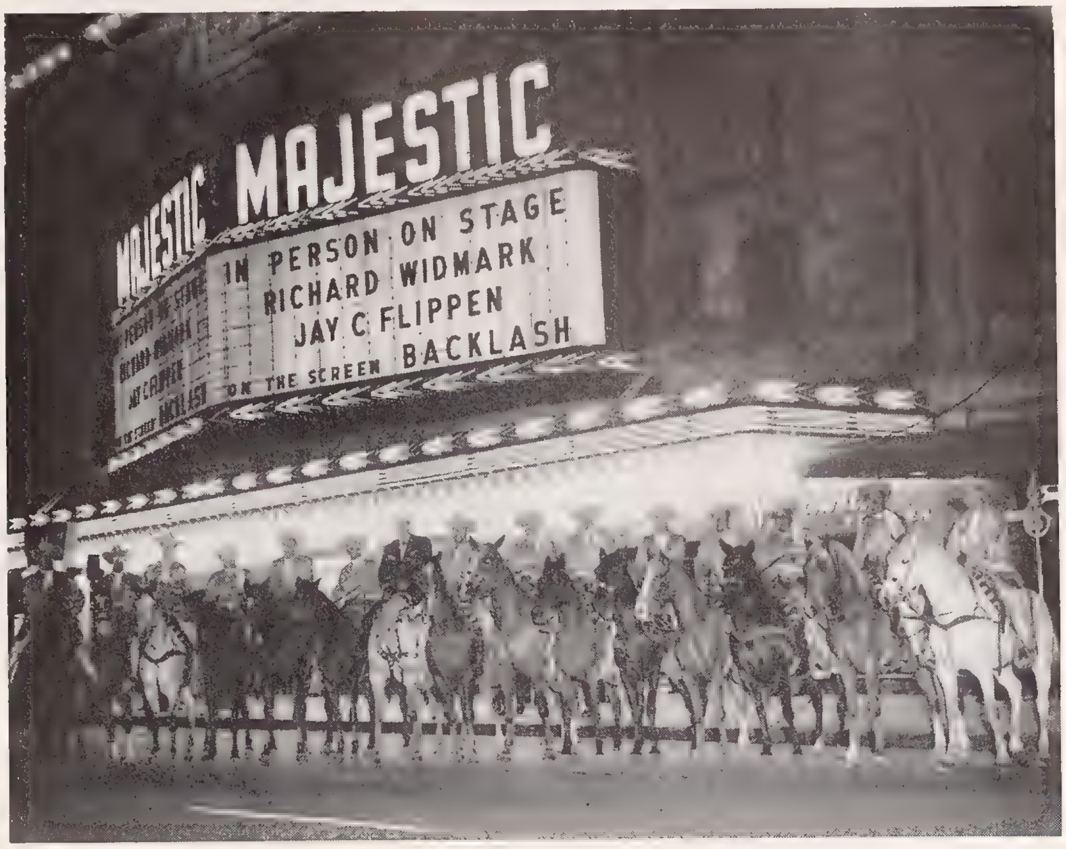
At the Senate hearings toda Elmer W. Engstrom, senior executi vice-president of RCA, urged Co gress to take the 10 per cent Feder excise tax off all-channel color se He said the industry would soon producing color sets only for VH channels, and that this would aggr vate the UHF broadcasters' problem

Removing the tax from all-chann color sets, Engstrom said, would i duce the industry to continue to pr duce them and, when most broadcas ing has switched to color, would he out UHF broadcasters.

-I's "Backlash" in a Four-City Kickoff

"BACKLASH," Universal-International's Richard Widmark-Donna Reed Technicolor large scale Western, started its Texas territorial World Premiere at the Majestic Theatre in Houston Wednesday followed by openings yesterday at the Majestic in San Antonio; at the Majestic in Dallas today and the Worth in Fort Worth tomorrow. This was the pattern of the successful launching last August of "To Hell and Back" now on its way to becoming the second biggest grossing picture in the history of the Company. Widmark, like Audie Murphy, has been in the territory all week aiding in the advance promotion through television and radio appearances as well as personal appearances at the theatres. He has been joined by Jay C. Flippen in his stage appearances. The Texas territorial saturation openings are part of a series of territorial openings scheduled for the coming three weeks backed by a many-faceted promotional campaign and an unusual advertising campaign employing large blocks of key city newspaper space.

The picture on the right shows the Mounted Posse of Harris County, Texas, drawn up in front of the Majestic Theatre, Houston, just prior to the beginning of the premiere ceremonies.



ANTONIO'S "Express" critic Homer Clance (second from left) came to Houston to meet Widmark prior to the premiere at the estic, is seen here with Widmark, Flippen and Art Katzen of Inter- e.

WRR
POLICE REPORTER
TAG PATROL

DALLAS' municipal radio station WRR, America's oldest municipal station, took the occasion of the visit of the stars to inaugurate the use of its new mobile unit seen drawn up here in front of the new Statler Hilton Hotel with John Gilbert as emcee.

FIESTA CITY
POPULATION
NO YANKEES ALLOWED AFTER SUNDOWN

H USTON'S Frontier Fiesta on the U. of H ston campus, billed as "The Greatest C ege Show on Earth," was on the itiner- a of the stars.

HOUSTON'S Palais Royal Store which developed special promotions for the premiere holds an autographing party with Widmark and Flippen doing the honors.

HOUSTON'S Majestic Theatre which had both stars on the stage for opening day, let Widmark handle the drums as part of his appearance and the actor had a grand time.

(Advt.)

In Summer or Fall

MGM to Enter Domestic Field Of 16mm. Film

M-G-M will enter the 16mm field in the domestic market "in late Summer or early Fall" with the release of "small guage" versions of some of the company's early CinemaScope product in "normal aspect ratio," according to an M-G-M sales executive.

The company, which is said to be the largest distributor of 16mm films overseas, as it handles M-G-M films along with all Republic Pictures, will make a dent in the domestic market, as far as other companies are concerned, which is mainly composed of schools, institutions, shut-ins, etc., the M-G-M representative said.

"The sale of our 16mm product will not increase the market at all," he said, adding that M-G-M's entry into the field would tend to lessen the amount of playing time available. "All that would happen is that M-G-M would cut one more piece out of the pie," the executive stated. The domestic 16mm field is currently being serviced by 20th Century-Fox, RKO Radio and Warner Brothers.

Sees Arthur Loew as Pioneer

The company official, commenting further on the 16mm situation, said that Arthur Loew, president of Loew's, Inc., has been a pioneer in 16mm distribution in the foreign market. Loew, for many a year, has expressed interest in having the company engage in domestic distribution of 16mm product, "and it seems that we will be in it by Fall," he stated.

In discussing the type of product which would be made available for the domestic 16mm field, the M-G-M official said that the 16mm versions of early M-G-M CinemaScope films "would most likely" be offered first. "In the foreign field, the company distributes small guage MetroScope films, which really are 16mm versions of the 35mm CinemaScope features in normal aspect ratio," he stated.

Offer Futter Lenses On Purchase Basis

The availability of a complete line of 35mm "bloc" anamorphic lenses for film production on an outright purchase basis without production royalties has been announced by Walter Futter of the Vidoscope Corp.

Designed for shooting in CinemaScope aspect ratio, the lenses are cylindrical anamorphics coupled with high speed precision objective lenses and are mounted in a unit barrel with a single focusing control. Coupled "blocs" are available in 50, 75 and 100 mm focal lengths.

Each "bloc" is mounted for the individual camera for which it is to be used and additional mountings are available for all professional 35mm cameras, Futter said.

REVIEW:

Rock Around The Clock *Columbia*

BILL HALEY AND his Comets, who have many big record hits, are exploitation points in this up-to-date musical that describes the rise of "rock and roll" to the top of the bandstand parade. Haley's music and rock and roll dancing are the big items and producer Sam Katzman and director Fred Sears displayed a keen sense of box office values in giving the music the footage it deserves.

Exploitation-wise, this Columbia release has the advantage of starring the musicians who were responsible for the teen-age fad. Tony Martinez and his band, The Platters and Freddie Bell and his Bellboys share the spotlight with Haley while Johnny Johnston, Alix Talton and petite Lisa Gaye capably perform as the major stars.

Robert Kent and James Gordon wrote the well-knit story and screenplay that describes the "discovery" of Haley in a small country town by Johnston, an orchestra manager, who joined the ranks of the unemployed after being fired in Chicago. However, he returns to a salary basis after telling the Haley boys of their "hep music" and agreeing to agents' terms set by Miss Gaye, a dancer with the band, who had supervised the bookings.

Romance is introduced when Johnston returns to New York to obtain bookings for Haley. The girl doing the chasing is Miss Talton, operator of a band-booking agency, who then engages the Haley group for a sophisticated prom, hoping that it will be a flop and subsequently will bring Johnston back to her. Only Miss Talton is surprised when the Comets prove to be an over-night success. Later, Miss Gaye and Johnston marry and outwit Miss Talton who, engaging the band for a three-year period, stipulates that Miss Gaye must not marry during the term of the contract. Johnston and Miss Gaye amusingly avoid a legal fight by marrying before the contract is in force.

"Rock Around the Clock" is a film that can stand on its own and is ably produced and directed in a showmanly manner. Rock 'n' Roll music and Haley and his Comets provide material for showmanship, the kind that should draw dollars. Seventeen songs are offered and should be a fine selling point for the teen-age crowd.

Running time, 77 minutes. General classification. For April release.

J. E.

'Miracle' Premiere For Canteen Here

A theatre party has been scheduled for April 4 at Loew's State Theatre, where Warner Bros.' "Miracle in the Rain" will be shown, four days after its opening, for the benefit of the Cathedral Canteen for servicemen.

Stage, screen and television celebrities have been invited to the special showing, which will also be open to the public at regular box office prices, with all proceeds going to the Canteen. The film was shot mostly on location in New York and, for the first time, a picture was filmed inside St. Patrick's Cathedral.

Cannes Sends Bids For 'Suit,' 'Fall'

The Cannes Film Festival has invited the submission of "Man in the Gray Flannel Suit," 20th Century-Fox, and "The Harder They Fall," Columbia, to participate in the festival.

The two films are in addition to the selections made by the Motion Picture Export Association committee, which were "The Man Who Knew Too Much," Paramount, and "I'll Cry Tomorrow," M-G-M.

Reorganizing Plan At WOR, WOR-TV

New York City stations WOR and WOR-TV are being reorganized with the radio operation being separated from the television, it was announced by Thomas F. O'Neil, president of RKO Teleradio Pictures, Inc., parent company of the two stations.

Under the reorganization, Gordon Gray, vice-president and general manager of the two outlets, will become executive vice-president and general manager of WOR-TV and Robert J. Leder, general manager for radio station WINS here, will assume the general managership for WOR.

The changes will become effective on April 15, O'Neil said.

Col. Signs Sinatra For 'Pal Joey' Lead

HOLLYWOOD, March 15.–Frank Sinatra has been signed for the title role in Rodgers and Hart's musical, "Pal Joey," which Fred Kohlmar will produce for Columbia Pictures, it was announced today. Sinatra, who will co-star with Kim Novak, will report to the Columbia studio next January, when the picture goes into production.

TENT TAL

Variety Club New

The New York Variety Club, 35, which will play host at the fo coming 20th International Conver of the Variety Clubs May 9 to 1 the Hotel Waldorf-Astoria, is see an actor to don the high hat, tache and frock coat of the Va Barker, symbol of the organiza The selected thespian will act as ficial greeter to the delegates, ap at various ceremonies connected club and convention activities and the Variety story in newspapers on radio and television.

△

MILWAUKEE. – The Wisco Variety Club, Tent No. 14, was a check for $1,500 from the Nati Foundation for Underprivileged dren in North Hollywood. The m will be used for research and tr ment of heart diseases among un privileged children which the sponsors at the city's Mount Hospital.

△

DES MOINES.–Des Moines of the Variety Club and the Nati Conference of Christians and raised nearly $500 at a special night premiere of "The Man Never Was." The money will pay expenses for heart surgery Iowa children and expenses incu in observance of National Brot hood Week.

△

ALBANY, N. Y.–The dinner-da for retiring chief barker George Schenck on March 24 has been tra ferred by the Variety Club f Colonie Country Club to Sherat Ten Eyck Hotel. The orchestra Garry Stevens, WRGB-TV, Scher tady, artist, will play.

Compo Lauded

(*Continued from page 1*)

tion of this picture now shows a m est profit.

"The members of your organizat and the motion picture companies volved performed a distinct pu service in helping to make this available to the American public know that those who have seen picture will have cause for renew pride and confidence in the Uni States Army.

"The overall cooperation conceri in distribution of 'This Is Your Ar typifies the excellent relations which exists between the motion p ture industry and the Department the Army. Many fine pictures interest to the Army have recen been released through such coope tion.

"I wish to extend my sincere preciation to you and all members the industry for their generous a unstinting cooperation which ma this project successful."

All
ıe News
That
; News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 53 NEW YORK, U. S. A., MONDAY, MARCH 19, 1956 TEN CENTS

ıney Claims

ıudios Fill 'lms' Needs ır New Blood

; President Asks If ıibitors Do As Well

Special to THE DAILY

ıLLYWOOD, March 18. – ;e Sidney, M-G-M director and ılent of the Screen Directors , pointed to Hollywood's record of the past two years in introducing new faces, talent and capabilities to production to answer recent statements of Leonard Goldenson, president of American Broadcasting - Paramount Theatres, and other ıitor leaders that there is an

orge Sidney

(*Continued on page 4*)

ıtire Loew Board Visit Studios

ıe board of directors of Loew's, will visit the M-G-M Studios ;ulver City in mid-April and will its regular meeting there.

ıe plans call for the members of ıoard to spend April 12 and 13 at

(*Continued on page 4*)

5,700 Advance Sale r 'Seven Wonders'

Stanley Warner Cinerama Corp., rts mail orders for the engage- t of "Seven Wonders of the ld," the new Lowell Thomas pro- ion in Cinerama, opening on April at the Warner Theatre, here, in "unprecedented" total of $25,700 the first week. Not included in total of mail order sale are 16 sub- ıent performances for which the re house has been purchased by ınizations, the company said.

Higher UK-Fox Status To Litchfield, Pattinson

From THE DAILY Bureau

LONDON, March 18. – Basil Litchfield has been named managing director of 20th Century-Fox Productions, Ltd., here. The appointment accompanies plans for an extension in the near future of the company's British production activities.

J. F. Pattinson, who has been named managing director here by Murray Silverstone, president of 20th Century-Fox International, will continue to supervise the company's selling activities in Britain and Continental Europe.

Skouras Sets Plans For Fall Stockpiling Of Films, Scripts

Plans to stockpile by this fall a number of scripts and top CinemaScope attractions to facilitate their merchandising and promotion along custom-tailored lines were reported by Spyros P. Skouras, president of 20th Century-Fox, at a meeting of company executives last Friday.

Commenting that such plans were set in motion as part of the firm's production and release program of 34 films budgeted

Spyros P. Skouras

(*Continued on page 4*)

Balaban on DeMille's Production

'4-Wall' Deals First For 'Commandments'

Says Para. Would Avoid 'Complications'; Finds Activity on Coast 'Encouraging'

Deals for four-wall theatres will be made for the initial engagements of Cecil B. DeMille's "The Ten Commandments," Biblical spectacle which is tentatively slated to have its world premiere in November, Barney Balaban, Paramount Pictures president, disclosed in a statement here at the weekend.

Balaban, interviewed upon his return from the Coast, said the decision to make four-wall deals for the initial engagements stemmed from the necessity to have the required advertising and promotion for such engagements, "without the complications of having a partner," apparently referring to the advertising and publicity budget split with the exhibitor on other than four-wall deals.

Barney Balaban

The Paramount president also dealt with other topics, expressing his optimism on current Hollywood product, and underscoring the evidence of the resourcefulness of studio manpower.

On the question of "Ten Command-

(*Continued on page 5*)

SBC Names Witnesses

By J. A. OTTEN

WASHINGTON, March 18.–Robert J. O'Donnell, chairman of the industry's national Tax Campaign Committee, will be among the witnesses testifying before a Senate Small Business subcommittee this week on the problems of motion picture theatre owners.

The subcommittee announced the names of the witnesses it would hear at its hearings this Wednesday and Thursday. The witnesses represent three exhibitor organizations, and the tax campaign committee.

Presumably O'Donnell will make a major pitch on the need for further admissions tax relief to help out theatre owners, in hopes that the subcommittee will recommend a tax cut to the Congress and in hopes that the

(*Continued on page 6*)

Television Today

IN THIS ISSUE **PAGE 7**

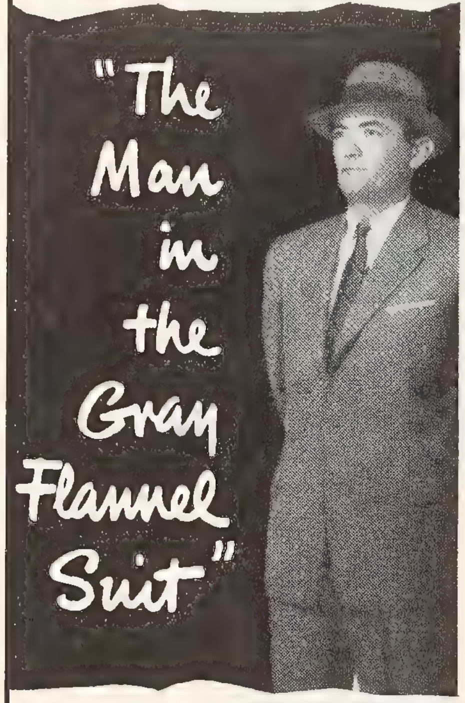
- ▶ **A story behind that story of ABC's Television Tutoring School for newcomers to the art-industry of televised politics.**
- ▶ **Spotlighting the news in Television Today.**
- ▶ **Passing in Review—The week's highlights in shows.**

NBC to Make No Reply to Olivier

The National Broadcasting Co. will have no official reply to Sir Laurence Olivier's critical comments on the telecast of the producer-director-star's "Richard III," according to an NBC spokesman.

Sir Laurence, in an interview with Richard Coe of the Washington "Post," said he thought the TV presentation "deplorable," specifically citing the lack of color, size, cuts and advertising intervals. The NBC spokesman stated that Sir Laurence knew of the cuts and commercials required as "everything was spelled out in the contract."

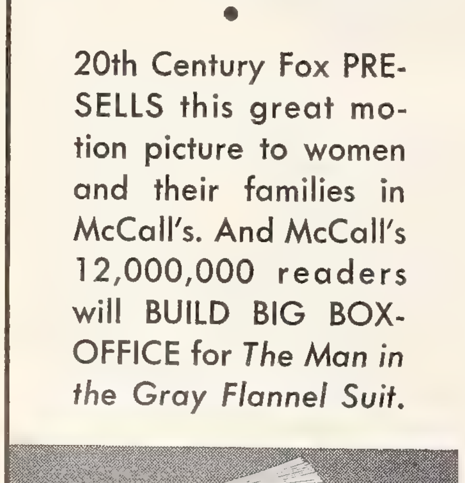
Millions of
McCall's
readers
will go see
DARRYL F. ZANUCK'S
PRESENTATION OF
GREGORY PECK
JENNIFER JONES
FREDRIC MARCH
in 20th Century Fox's


"The Man in the Gray Flannel Suit"

CINEMASCOPE®
Color by DeLuxe
in the wonder of High-Fidelity Stereophonic Sound

•

20th Century Fox PRE-SELLS this great motion picture to women and their families in McCall's. And McCall's 12,000,000 readers will BUILD BIG BOX-OFFICE for *The Man in the Gray Flannel Suit.*



REVIEW:

Tribute to a Bad Man *MGM—CinemaScope*

HOLLYWOOD, MARCH 18

JAMES CAGNEY gives one of the strongest performances of his career in this powerfully produced story of the West of 1870 and the men who made their laws as they went along and enforced them by rope and gun. It is a story in the general time and tradition of the land-baron, empire-builder chronicle whose hero displays no admirable quality save strength and whose hold on box office favor has been, nevertheless, firm and profitable ever since box office was born. The production is in CinemaScope and Eastman color, the cast a well balanced group of players admirably directed by Robert Wise, and its financial future appears to be as sure and certain as anything can be in today's market.

The players nearest to the star are Don Dubbins, a young man with a stage record of popular success; Stephen McNally, whose screen stature is well established; and Vic Morrow, memorably of "Blackboard Jungle," in this order of billing. More memorable than any of these co-stars is the personality and performance of Irene Papas, from the Greek stage and screen, a newcomer of bright promise indeed.

The screenplay by Michael Blankfort, based on a story by Jack Schaefer, covers a short period in the affairs of Cagney, a horse rancher whose will has been enforced as the law of the community, and of persons whose lives are bound up, one way or another, with this. Dubbins plays a young Easterner who rescues Cagney from would-be assassins, and McNally plays a foreman jealous of Cagney's power and covetous of his girl. Morrow portrays the vengeful young son of a former partner of Cagney's whom Cagney kills for taking part in a horse-stealing conspiracy against him. Miss Papas is seen as Cagney's girl, circumspectly described as his house guest, and while the actionful section of the picture—such matters as horse-thieving, hangings, beatings, forced marches barefoot over desert distances—keeps the outdoor conflict constant, the romantic equation involving the four principals holds both indoor and outdoor interest very steadily indeed.

Production by Sam Zimbalist is excellent in every particular, and Robert Surtees' photography is outstanding.

Running time 95 minutes. General audience classification. Release date, April 13.

WILLIAM R. WEAVER

Skouras Plans

(*Continued from page* 1)

at $100,000,000, he said it will enable longer range script and picture preparation than was heretofore possible. Skouras said that this stockpile will guarantee exhibitors a steady flow of top films released at the most advantageous times, according to particular story lines. Cast values and national pre-selling advertising, publicity and exploitation campaigns were also cited as being a part of the program.

'Carousel' First

Accordingly, he said the company's summer roster calls for 12 films, the initial one of "Carousel" in CinemaScope 55. He hailed this and the forthcoming "The King and I" as milestones in Fox's presentations. "Can Can," he added, will also be filmed in the new process and will go before the cameras in June.

Films cited by the film executive for future release include "Anastasia," "Bus Stop," "The Man In the Gray Flannel Suit," "On The Threshold of Space," "The Revolt of Mamie Stover," "Hilda Crane," "Mohawk," "23 Paces to Baker Street," "The Proud Ones," "The Sixth of June," "One In a Million" and "The Last Wagon."

Skouras mapped the stockpile plans during his 10-day visit to the Coast where he met with studio executives.

Standardization Plea By Swiss Distributor

HOLLYWOOD, March 18.—Standardization in screen sizes, shapes and projection processes would lighten industry troubles in Switzerland, where children under 18 are not permitted to attend theatres except for special programs, according to Rudolph Hoch, sales manager for Columbus Films, Inc., Zurich, who, together with 14 Swiss exhibitors, were guests of Allied Artists at a reception in the Roosevelt Hotel, Friday night.

Coming Here Wednesday

The visitors, who were to weekend at Las Vegas and return for visits to other studios early next week, will fly to New York on Wednesday en route to Europe.

Hoch, who handles distribution of AA product in Switzerland, said, "I would like to point out that the Swiss cinema owners would very much appreciate it if producers aimed at standardization of size of pictures and projection technique. We find it impossible, as do exhibitors in many other European countries, for economic and other practical reasons, to introduce all different screens and projection processes."

Hoch said the outdoor drama is the most popular type in Switzerland.

Sidney

(*Continued from page* 1)

urgent need for more new blo
down the line in Hollywood.

"I wonder," Sidney said, "
those who are responsible for t
hibition of our wares. Have
come up with as much 'new
and new methods as we have?"

Sidney pointed out that the
has admitted 111 new memb
the past two years and said th
missions to the Screen Producer
Writers guilds were equally in
sive. He cited new directors
impressive screen records alrea
their credit, among them D
Mann, Joshua Logan, Robert I
Herman Hoffman, Dick Powell,
iel Mann, Philip Dunne and I
Taradash.

Points to New Stars

New star discoveries in the
period, he reminded, include th
James Dean, Ernest Borgnine,
Sinatra, Anna Magnani, Kim N
Grace Kelly, Eva Marie Saint, M
Brando, Jack Webb, Debbie Rey
Dana Dynter, Richard Egan,
Hudson, Mitzi Gaynor, Tab H
Shirley Jones, Tom Ewell, S
North, Rod Steiger, Jeff Hunter,
Robertson, Fess Parker, Carol
art, Tom Tryon, Elsa Martinelli,
anna Podesta and Jacques Serna

Sidney named new young pr
ers like Samuel Goldwyn, Jr., A
Loew, Jr.; writers like Millard I
man and Paddy Chayefsky, and
many technical advances
originated in Hollywood or are
sored by it.

Urges Exploitation

"The record," he says, "prove
industry has accepted the gamb
new people and properties in
phases of production. Now if Go
son will campaign with the exhi
to back up this gamble and ex
to the hilt the 'new blood' we
have achieved the compatability
will unite the production end
exhibition.

"We do not claim we have atta
the desired maximum, but with
help of the exhibitors we can
tinue to introduce and develop
creative talent," Sidney concluded

Entire Loew Board

(*Continued from page* 1)

the studio. According to presi
Arthur M. Loew, the California m
ing was decided upon so that
members of the board could bec
familiar at first hand with the op
tions of the M-G-M studio and l
an opportunity to see some of
new productions being completed
summer and fall release.

OK Barnes Nominati

WASHINGTON, March 18.
Senate Judiciary Subcommittee
proved the nomination of anti-t
chief Stanley N. Barnes to be a ju
of the Ninth Circuit Court of App
The full committee is expected to
on the nomination shortly.

xwell Hamilton l Be Coordinator 'Commandments'

amount Pictures has announced ppointment of Maxwell Hamil- ew York newspaperman, maga- vriter and public relations ex- e, as coordinator of plans for vorld-wide presentation of the icolor - VistaVision production, Ten Commandments," and as ecutive assistant to Cecil B. De- at the Paramount home office Hamilton will headquarter.

Wide Scope of Duties

nilton, as presentation coordina- d executive consultant, will pro- uidance and liaison between all ar-flung elements of the Para- organization in preparing for iblic showings of DeMille's mo- icture masterwork. In his newly d post, Hamilton will function ly with Paramount's executive ing board. His varied executive will include supervision of the l news bureau set up within nount to provide coverage on an ational scale.

milton joins the Paramount-De- executive staff after serving on taff of Allied Public Relations iates, where he was vice-presi- and a member of the agency's board.

First Deals for 'Commandments'

(*Continued from page* 1)

ments," which will be roadshown on a two-a-day basis as previously disclosed by Motion Picture Daily, Balaban said with four-wall deals "you have an opportunity to go as far as you want" with advertising and publicity.

Sees 'Practical Necessity'

Asked whether he conferred with the Department of Justice on the planned four-wall deals, Balaban responded in the negative, saying the piont has never been raised. He added he must assume the planned deals are clear as far as the Justice Department is concerned, adding that Paramount feels that such distribution for initial engagements for the film is a "practical necessity."

A subsequent sales policy following the initial engagements has not been decided upon as yet, Balaban stated, explaining that he will confer on that topic with George Weltner, president of Paramount Film Distributing Corp., this week. Weltner is due to return from a trip to the South today or tomorrow.

Balaban said that it is tentatively planned to open the DeMille production in November and having from six to eight other domestic engagements going by the end of the year, adding that he hopes to move "Ten Commandments" as fast as "we possibly can."

Turning to the topic of TV, Balaban was asked about reported negotiations for old Paramount features for TV release. He said that he has had no thoughts of selling to TV currently, stating that he and his associates have been busy with the running of Paramount's "regular business."

Queried on 'Richard III'

Questioned about his sentiments regarding the simultaneous telecasting of "Richard III" with its theatrical exhibition, he said he was watching the situation, adding, however, that he didn't think such a "test" is valid for a motion picture company such as Paramount. He cited such factors as the special appeal of "Richard III" as compared to the mass appeal of Paramount product, the limited number of theatres the picture is now playing in, and its probable bookings compared to the bookings of Paramount product, and the cost of Paramount product—costs which require a mass market rather than a specialized market.

Regarding Paramount studio activities, Balaban said the studio is starting with seven or eight pictures in the next six weeks and there is a good deal of preparatory activity on the lot currently.

Russell Holman, Eastern studio representative, has flown to Rome to take a further look at "War and Peace," Balaban reported. He said Weltner informed him, after seeing the "rough" film in Rome, that "War and Peace" can very well be the greatest picture Paramount has had. Balaban added that the picture will run three-and-a-half hours, including an intermission.

The Paramount president, talking about industry matters in general, said that developments the past six weeks have borne out his forecast of quality pictures forthcoming from Hollywood. He said he found the line-up of pictures with box-office qualities that the industry is turning out "most encouraging." Indications are, he went on, that there will not be "peaks and valleys" around in the availability of box-office hits.

High Praise for Hollywood

Balaban paid tribute to the showmanship and the resourcefulness of the people and talent in Hollywood. Speaking for Paramount, he said that the studio, faced with the decrease in earnings for the last quarter of last year, has met the challenge with a line-up of quality box-office product that will continue through the spring.

NEW STAR #2*
One of three sensational boxoffice answers to exhibitors' urgent pleas for young talent that's dynamic and different...
TOM TRYON*
*
Discovered by Academy Award Director Michael Curtiz and presented by PARAMOUNT
VISTAVISION
MOTION PICTURE HIGH-FIDELITY
THE SCARLET HOUR

Subsidiary Unit Set By Canadian Odeon For Smaller Houses

Special to THE DAILY

OTTAWA, March 18.—Odeon Theatres (Canada), Ltd., has created a subsidiary operation, Regional Theatre Circuit, to handle 27 smaller theatres of the chain and the parent company will carry on with the other 95 theatres in the organization.

Of the 27 theatres, 17 were acquired from National Theatre Services, Ltd., and 10 are theatres formerly operated by Odeon Theatres (Canada), Ltd. The smaller theatre circuit will be managed by Ralph Dale, previously general manager of the National Theatre Services.

Fred C. Leavens, manager of the Elmdale and Towne Theatres in Ottawa, reveals that these two theatres will form part of the newly organized chain. The theatres will continue to be operated under the present management.

In 'Business Week' Article

Goldenson Says TV Competition Ended; Each Has Its Own Market

The competition between motion pictures and television is over because each medium has its own specific market, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, who states his viewpoints on the changing patterns of the entertainment industry in the last issue of "Business Week," reveals that he and other motion picture people see a solid pace for films among:

"Teenagers—the rising birth rate since 1941 means kids will now be entering the 14-year-old bracket at an annual clip of close to four million and teenagers still want to get away from home for their dates.

"Wives—more than ever they are subject to influences outside the home, are restless at being housebound, and television, despite all its entertainment, is just one more thing keeping them inside four walls—and motion pictures are an easy way to get out."

The author of the article, "Television—The New Cyclops," in which Goldenson states his opinion, sums up by stating that motion pictures still far outrank video in both glamor and money and that film men now fondly look on the home screen as the handy, and cheap, training ground B-pictures formerly served.

The "Business Week" article also makes mention of the pay-as-you-see TV issue now pending before the FCC revealing that advertisers in telecasting now seem unworried about subscription television.

The most Luxurious way to Los Angeles!
United's nonstop DC-7s... the "Continentals"
UNITED AIR LINES

It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 10 a.m. or 12 noon.

Contact nearest United Air Lines ticket office or an authorized travel agent.

SBC Names

(*Continued from page* 1)

subcommittee members will use influence with Senators on the deciding finance committee.

The other organizations that have witnesses at this week's he are Allied States Association, th dependent Theatre Owners As tion, Inc., and the Theatre Own America. The Allied witnesses probably lead off, followed by ITOA spokesmen, O'Donnell, an TOA officials.

SCTOA to Send Statement

Witnesses from the Southern fornia Theatre Owners Associ who were scheduled to appear, municated with the committee, ing that they would submit a w statement for inclusion in the mittee record.

Subcommittee chairman Hube Humphrey (D., Minn.) annou the subcommittee expected to the following witnesses this We day and Thursday:

For Allied, president Ruben general counsel Abram F. M former president Trueman T. busch, regional vice-president B man N. Berger, former president bur Snaper and Secretary J Gordon.

Blank to Appear

For ITOA, president Harry B and board chairman Max A. C For TOA, president Myron N. B counsel Herman M. Levy, and tant to the president George C. sotes.

Humphrey reiterated that the committee would hear distri spokesmen and Justice Depart officials at a later date.

Members of the subcommitte clude Senators Kennedy (D., M Morse (D., Ore.), Schoeppel Kan.), and Goldwater (R., Ariz.

ACT Renews Dema For Higher Quota

LONDON, March 18.—The a meeting of the leftist Associatio Cinematograph and Allied Te cians went on record in favor of ther efforts to obtain an increa the quota of British films, particu those made by strictly indepe producers, and in favor of an am ment calling for restoration of renters' quota.

RKO Acquires Rig To 'Silken Affair'

RKO Radio Pictures has concl negotiations for world-wide dist tion rights of Fred Feldkamp ductions forthcoming film, Silken Affair," Walter Branson, president, announced. The pic starring David Niven, and intro ing the Finnish actress, Katri Ka will start production at the A Studios in Elstree, England, toda will be filmed for black and w projection.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

: at the Record

:h the successful American
ere of Sir Laurence Olivier's
ard III" over the NBC-TV
rk last week, one might well
what can toll television do
commercial TV isn't doing
ly? Within the last seven
ıs, the villainous commercial
ıterests have brought to the
ı—free—un-cut grand opera,
TV's "Madame Butterfly";
ıtized best seller, CBS-TV's
Day Lincoln Was Shot"; de-
e, 90-minute adaptations of
and Shakespeare, "The Dev-
)isciple," "Caesar and Cleo-
," "The Taming of the
/"; a night club act which
/egas could not afford, Noel
rd and Mary Martin "To-
r with Music"; full-length
, Margot Fonteyn in "The
ing Beauty"; tremendously
ive documentaries (but which
bly would not draw a sou to
ı box), "Nightmare in Red,"
t Now's "Israel-Egypt" and
ıalysis of the farm problem.
these are just the highpoints
few months.

/s-on-Film

:kie Gleason, the competition
Perry Como and the critical
s of some lay critics notwith-
ing, will remain with Du-
's Electronicam ("live-on-
) next season. The announce-
comes from James L. Cad-
, director of the Electronicam
ion of Allen B. Du Mont Lab-
ries, who says that shooting
ıegin next August on the new
ı of 39 half-hour "Honey-
ers" shows, at New York's
phi theatre, where the cur-
ˌseries was shot. Mr. Caddigan
noted that with the comple-
of the first 39 "Honeymoon-
500,000 feet of film has been
in the Electronicam system
a six-month period without
of a single minute of time
to mechanical or electronic
:e in the system."

's New Ones

levision Programs of America
nues on its path of progress.
week, in England, it started
ing its newest half-hour TV
film series, "Captain Kidd," starring Anthony Dexter and produced by Douglas Fairbanks, Jr., whose heritage is pure swashbuckle. This is the fifth new TPA series to go before the cameras in six weeks, the others being "Hawkeye, Last of the Mohicans," "Tugboat Annie," "New York Confidential" and "One False Step." This week in New York the company will be holding a national sales meeting at the Chatham. Its purpose: to introduce into syndication its newest filmed anthology series, "Stage 7."

"Parade" Rests

▶ The "MGM Parade" will take an indefinite rest from ABC-TV after the May 2 show, Howard Dietz, vice-president of MGM, confirmed Thursday. There previously had been some question as to whether 10 programs of the film series, which made its debut last September, would be repeated during the summer months. That idea has been abandoned. However, while he was confirming, Mr. Dietz also was indirectly affirming MGM's belief in the importance of the medium. The company, he indicated, would be back on the air in the Fall with one sort of program or another. Asked whether there might be any chance that MGM might go to a live format to utilize some of television's particular qualities to sell theatrical films, Mr. Dietz replied simply, "That's another thing entirely. It depends on what you're trying to do." To date no motion picture company has made any move in the direction of live television. It would seem to be worth investigating.

Off to London

▶ Stephen Bosustow, president, and Ernest Scanlon, vice-president and treasurer of UPA Pictures, Inc., will leave Hollywood shortly for a six-week trip to Europe, the most important purpose of which will be to establish a London office and corporation to be named UPA, Ltd. Plans call for immediate activation of a UPA London sales and distribution office, as well as an animated cartoon studio to serve England and the continent for the production of theatrical shorts and TV commercials. Mr. Bosustow and Mr. Scanlon also will drop in on the Cannes Film Festival, where Gerald McBoing-Boing's latest adventures ("On the Planet Moo") will be among the entries.

SAG, CBS and AFTRA

▶ Representatives of the Screen Actors Guild met officials of the Columbia Broadcasting System in Hollywood last week to discuss that "clarification of jurisdiction" contract which the network recently signed with the American Federation of Television and Radio Artists. SAG does not like the fact that the limitation on AFTRA's jurisdiction over pre-recorded programs to those "done in a manner of a live broadcast" was removed. SAG promises trouble if and when CBS tries to produce TV films on tape or any other electronic device except under the SAG contract. No agreement was reached at last week's meeting and no further meetings are scheduled.

A News Birthday

▶ Wednesday last, NBC-TV took appropriate notice, via cocktails, buffet and a screening, of the beginning this month of the ninth

(*Continued on page* 10, *col.* 3)

In Our View

BY FORTUITOUS circumstances of timing, Quigley Publications' 24th annual edition of *Fame*, that for 1956, this week comes off the press, in time-tune with the presentation of the "Emmy" Awards of the Academy of Television Arts and Sciences for 1955, and incidentally, with the film Academy Awards, as well, due this week.

Cited in *Fame* are the Famous Ten winners as voted to distinction by the TV writers and editors of the press of the country, in the TELEVISION TODAY poll conducted for 1955. Once again in *Fame*, and clearly indicative of the unassailable place of importance the art-industry of television has attained, a section is devoted to these Famous Ten in Television, in pictorial studies of elaborate elegance. This elite of the elite includes: Ed Sullivan, Phil Silvers, Perry Como, George Gobel, Dinah Shore, Lucille Ball, Walt Disney, Max Liebman, Garry Moore and Dave Garroway. To them, our heartiest congratulations!

And, of course, there are many others cited in varied categories, all of whom have earned their own places in *Fame*, those places which are a hallmark of achievement. It is interesting and enlightening to see that the Famous Ten are representative of various types of television programming, from the straight comedy of Phil Silvers, through the masterly hosting-touch of Ed Sullivan, to the brilliance of Walt Disney.

Such shows as the Westinghouse Studio One, or the "Mama" program, have achieved a high level of quality with a longevity in the front rank which is astonishing. Yet, in the final analysis, it is the individual who possesses that enduring quality of preeminence which makes for entertainment success, regardless of medium. Whether it be as producer or director, player or writer, it is the innate skill and brilliance of the individual, the talent, to which *Fame* must first address itself.

—Charles S. Aaronson

Passing in Review

WILLIAM SHAKESPEARE last week was even-up with George Bernard Shaw as a television dramatist, having provided the basic script for Sir Laurence Olivier's "Richard III" (NBC-TV, Sunday, March 11) and Maurice Evans' "The Taming of the Shrew," on NBC-TV yesterday (to be reviewed here next week). "Richard" turned out to be not only one of the most noteworthy entertainment programs of the year, but also one of the most thoroughly covered of the season's news events, which is nice work if you can get it. Aside from the fact that the film had not been made for TV, and thus suffered from various of the medium's limitations, the only faults to be found in the telecast were the Wide Wide World breaks (as opposed to the necessary commercials) and the soap opera type of recapitulations with which the ordinarily astute Dave Garroway led back into the film: "There seems to be no limit to Richard's evil ambitions . . ."

After a week dominated by classics and two fine documentaries (see below), television turned Saturday to more razzle dazzle pursuits, namely the presentation of the Emmy awards (NBC-TV), a controversial subject among all except the winners. This sort of highly publicized introspection will be climaxed Wednesday evening with similar NBC-TV coverage of the Oscar awards. In all the fuss, Bing Crosby's "High Tor" musical film for Ford Star Jubilee (CBS-TV, Saturday, March 20) seemed to be lost in the critical shuffle. All it did was draw high Trendex ratings and low lay press evaluation. Elsewhere:

SEE IT NOW, "Egypt-Israel." CBS-TV, 1½ Hours, 8:30 P.M., EST, Tuesday, March 13, 1956. Film. Not sponsored.

There was a matchless timeliness in the presentation at this moment of Edward R. Murrow's See It Now documentary on the Egypt-Israel" situation. Murrow, who produced, of course, with Fred W. Friendly, took camera crews and reporters to the explosive Middle East, and on the spot filmed and sound-recorded impressions and interviews with representative people-in-the-street and premiers, on both sides of the controversy. Let it be said at once that in his obvious attempt to be forthright, objective and impartial, Murrow has succeeded most admirably. Here too is illustrated without question the enormous value of the television medium as a device for bringing to wide public attention in unmistakable terms the core of a situation, when that rendition is properly handled—as this is. On the Egyptian side of the simmering border CBS European news staff chief Howard K. Smith conducted interviews with Premier Gamal Abdel Nasser, with other Government officials and with typical natives. On the Israel side, Murrow spoke to Premier David Ben-Gurion, Foreign Secretary Moshe Sharett, a farmer-soldier in a kibutz on the border of the inflamed Gaza Strip, native fishermen on the Sea of Galilee, and the chiefs of Israel's army and its tiny air force. The objective character of the presentation is evidenced in the recorded condemnation of the United States by an Egyptian newspaper editor, and in the exposition of the positions of both sides in the bitter, difficult problem. Murrow and Friendly edited hours of footage down to the required distance, and the result was notably effective. Credits most deservedly go to reporters Smith and Edmund Scott, and to cameramen Leo Rossi, Charles J. Mack and Martin Barnett. Technically the film was of high quality and the whole presentation one to reflect maximum credit on its producers and the whole of the television industry.

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PROJECT 20: "The Twisted Cross," NBC-TV, 1 Hour, 9 P.M., EST, Wednesday, March 14, 1956. Film. For North American Philips Company.

The rise and fall of Adolph Hitler provided the material for producer Henry Salomon's second documentary of the season, and a stunning show it is, particularly in its delineation of the emotions of a time and of a people. This, however, may very well be the limitation of Mr. Salomon's announced intention to produce documentaries "of truth rather than fact." It is obvious that in a film running some 50-odd minutes it is impossible to document the history of 15 turbulent years in any but the broadest terms. However, both in "Nightmare in Red" and in "The Twisted Cross" there seems to be too great a tendency at sweeping generalization, when just a few more particular facts would point up the truth as well as the fact. The brilliantly effective German newsreel footage of "The Twisted Cross" is supplemented from time to time by some patently staged shots from post-war German films, but at no place, either in credits or narration, is an attempt made to distinguish fact from fiction for the viewer. This in turn tends to undermine, if not alienate, audience belief in the truth which Mr. Salomon and his crew have been creating. This truth, nevertheless, is beautifully depicted in the early part of the picture describing Hitler's rise, culminating in a wild, hysterical montage of the German populace weeping in ecstasy at The Leader's words. Mr. Salomon's theory is always fascinating if not totally satisfying. Isaac Kleinerman was film editor.

STUDIO ONE, "Flower of Pride." CBS-TV, 1 Hour, 10 P.M., EST, Monday, March 12, 1956. Live from New York. Westinghouse.

Geraldine Fitzgerald and Trevor Howard bring the expected outstanding performances of fine players to this dramatic show in the Studio One series, which continues to maintain a high level of endeavor. Michael Dyne has written a reasonably effective script, telling of the Italian duchess, haughty, aloof, deep in her "charities," who has no use for the niece who has married a "wastrel" actor, and the niece's child, for whom the mother seeks shelter during a trying time to come. Howard, itinerant painter, in to restore her paintings, comes to love the chill duchess, but her stubborn pride will not let her unbend. Finally she does, and takes in the child, but loses Howard's love in any case. Franklin Shaffner directed for producer Felix Jackson. Fe Montalegre and Halliwell Ho contribute good bits.

JUSTICE: "The Willing Vic NBC-TV, ½ Hour, 10:30 EST, Sunday, March 11, Live, from New York. For A can Tobacco Company.

The limitations in time physical scope inherent in the 30-minute TV drama throw a usual burden upon actor and thor in such shows as this. Wallace's "The Willing Vi was a standard, not very exc exercise in Justice, detailing troubles of an ex-G.I. who h live down a reputation as a nile thief. When his young " kid" cousin unwittingly fr him of a jewelry store heist former soldier resolved to tak rap to protect the feelings o boy's mother. It all came out in the end, rather transpar but the performers, George zard as the ex-G.I.; Ken W as the kid, and Robert Emh as his father, succeeded in ing a surprising amount of Paul Bogart directed and G Duff produced. William F stars weekly as the host adviser.

The Show-Makers

***John McGiffert** has been signed as the writer for the multi-award-winning educational series, "Camera Three," it is announced by **Hal Hough,** program director for WCBS-TV, New York. "Camera Three" is a WCBS-TV Public Affairs Department program currently seen on the CBS-TV network every Sunday at 11:30 A.M.-12 Noon, EST.*

◆

Robert Wagner** and **Debra Paget** will star in "Gun in His Hand" Wednesday, April 4 over the CBS-TV network. In the preview segment of the program, **Joseph Cotten,** host for the series, will introduce **Fredric March** in scenes from "The Man in the Gray Flannel Suit," 20th Century-Fox film which also stars **Gregory Peck** and **Jennifer Jones.

◆

Ida Lupino** and **Scott Forbes** appear in "The Case of Emily Cameron," on "Singer Four Star Playhouse," Thursday, March 29 on CBS-TV. Adapted for television by **Robert Eggenneiler** from a story written by Miss Lupino herself, the teleplay was directed by **Roy Kellino.

◆

***Fay Holden** has been cast as **William Bendix'** mother-in-law in NBC-TV's "The Life of Riley." Her first appearance will be Friday, March 30. This is Miss Holden's first appearance since her retirement five years ago. She will be remembered as "Ma Hardy" in the Judge Hardy film series.*

Phyllis Kirk** and **Paul Hunt** pear in "The Waiting House "Schlitz Playhouse of Stars,' day, March 23 over CBS-TV. tured are **Dorothy Green** an **thur Gould Porter.

◆

***Bert Lahr, Nancy Walker Janet Blair** are the sta "Heaven Will Protect the W Girl," presented by **Max Lie** on NBC-TV's "Sunday Spe lar" March 25.*

◆

*"Guy Lombardo's Diamond lee," a new series featuring **Lombardo** as master of cere and dramatizations of songs have played significant roles lives of TV viewers, will ma debut on CBS-TV March 20. **Abrahams** is executive pro **Gordon Auchincloss** is pro writer.*

◆

Charles Boyer** stars in "I Encounter" March 22 on CB Featured in the cast are **Kohner, Angela Greene, Jo Hale, Stuart Whitman, Martin ralaga, Pepe Hern, Richard** and **Abel Franco.** The telepla written by **Marc Brandel.

◆

***Clay Yurdin** has joined W TV to direct its educational "Camera Three," **Hal Hough** station's program director, h nounced. "Camera Three" is rently seen on the CBS-TV work Sundays at 11:30 A.M*

To Run for Office These Days, a Man's Got to Study-Up on Acting for TV

TELEVISION coaching schools to aid the hundreds of candidates all over the country who will be using TV in their campaigns this year for the first time are being set up by ABC Television Network stations from coast to coast, it is announced by John Daly, ABC-TV vice-president for news and public affairs, and Alfred R. Beckman, the network's national director of station relations. The schools will be tuition-free. Members of the ABC staff will serve on the faculty.

—*Resume of ABC press release for March 12*

OLVE TO: Sound-proof stu- mewhere in New York City. Daly, flanked by Quincy Howe eorge Sokolsky, sits behind a able as three potential politi- andidates enter. They are Jones, Mr. Smith and Mr. ı, ordinary, well-formed mor- with good posture. Mr. Daly is panel smile smugly as the sign in and seat themselves airs facing the table.

DALY: Welcome, gentlemen, nprove Your Line. We all of course, why you're here, ere's no need for prelimi- ;. . . .

HOWE: Just a minute, John, ke to make one observation we start.

DALY: Proceed.

HOWE: It seems obvious that Jones, Mr. Smith and Mr. n all have too much poise. emen, you'll have to appear nervous. You'll have a defi- edge over your rivals if you ıanage to perspire around the ead.

SOKOLSKY: Capital sugges- Quincy.

DALY: But an elementry one. ights will create all the neces- perspiration, that is . . . hs modestly) if they don't " themselves with Stoppette. el enjoys the inside joke.) begin by having each of you the Gettysburg address, first notes, and then from a Tele- ıpter. After that, we'll quiz n it, simulating first a public 's panel show, in which you a battery of newsmen, and in the single, face to face in- ew by a single reporter. y? Mr. Jones, you may begin.

◆ ◆

JONES: (Stands and walks ctern) Four score and seven ago. . . .

W DISSOLVE TO: Same several hours later. The po- al candidates continue to ap- fresh and cool, while Mr. , Mr. Howe and Mr. Sokolsky haggard and worn and have ıved their coats and ties.

DALY: (Gravely) Gentlemen, ll frankness I must say you a great deal to learn, but the ıtion is not hopeless. George?

SOKOLSKY: Mr. Jones, as were reading from your notes, looked up from time to time smiled at the camera, as you ld. However, that smile was much too sincere. You have to develop a sort of forced smile, a big, broad, meaningless smile that feels completely unnatural to you. Imagine, if you can, that your shoes hurt. Try it once. (The corners of Mr. Jones' mouth rise to form a mirthless arc.) Excellent!

MR. HOWE: I'd like to suggest, Mr. Smith, that while you are reading from your notes, you accidentally brush several pages to the floor. This is always effective. It worries the audience, which inevitably feels you've left something out and also creates movement in an otherwise static scene.

MR. SOKOLSKY: Along the same line, Quincy, you might mention what I call "the art of stumbling."

MR. HOWE: That's your forte, George, don't be modest.

MR. SOKOLSKY: Mr. Brown, you stumbled over several words while reading from your notes. This is a step in the right direction, but instead of going right on, you should go back several paragraphs. It doesn't hurt to repeat yourself—with important variations—especially if your talk has not been circulated in advance. This gives your supporters a chance to circulate a wide range of interpretations and gives you an out if—by some dreadful mischance—you touch on any controversial topic.

◆ ◆

MR. DALY: Well said, George. Gentlemen, about the TelePrompter: the three of you seem to be completely lacking in awe of this device. When you are reading from the TelePrompter, your eyes should become big and glassy. The effect on the televiewer can be stunning. You appear to be looking at him, but you aren't. Of great help, of course, is a TelePrompter that runs either too slow or too fast. In the one instance, you can create the illusion of a man feeling his way down a long dark hall. In the other, the effect is that of a man hanging onto the tail of a wild horse.

MR. JONES: What do we do if the TelePrompter breaks down completely?

MR. DALY: Good question! First you look wildly off-camera. . . .

MR. SOKOLSKY: And then you ad-lib. The safest ad-lib, generally speaking, is a reaffirmation of your faith in Americanism.

MR. HOWE: Generally speaking, George, that *is* true. This year, however, I think they might make some reference to 90 per cent of parity. Nobody understands parity. A quick reference to parity will confuse members of audience and at the same time flatter them.

MR. DALY: Let's turn now to the candidate's appearance on a public affairs show. Mr. Smith, when I asked you how long ago a new nation had been brought forth on this continent, you insisted on answering four score and seven years. Do you understand now what was wrong with that answer?

MR. SMITH: I'm not sure.

MR. DALY: Your uncertainty is encouraging. The point is, you should never answer a direct question directly. You might have asked me to rephrase the question and then told me that your record speaks for itself. If that gambit failed, you might have asked me if I'd heard your speech in Gloversville in September, 1943. In effect, you have to throw the ball back. Understand?

◆ ◆

MR. BROWN: Would that apply to person-to-person interviews?

MR. HOWE: Of course. And in a person-to-person interview, never look the interviewer in the eye. The chances are he won't look you in the eye, but in case he does, avoid his. Stare squarely at the camera when you tell him how well he looks, and in moments of feeling, focus on a point three feet beyond the back of his head. This keeps even the most unsympathetic interviewers in line.

MR. DALY: Gentlemen, we'll now take a five-minute break and then come back for another run through.

SLOW DISSOLVE TO: Same scene, later. The course is nearing its completion. The three candidates look as harried as their instructors. Each candidate now wears horned rimmed spectacles, which he takes off and puts on at regular intervals for no apparent reason. Mr. Daly is ending his closing address.

MR. DALY: . . . And so, gentlemen, although we cannot do the job for you, at least we can point the way. I'd also like to remind you that our designers have available, for a nominal fee, a standard, portable den-like set for those inevitable last-minute talks-to-the-nation when you have to answer one particularly scurrilous charge or another. Complete from rugs on the floor to personal pictures on the desk. We have purposely avoided discussion of appearance and dress in the understanding that you'll be attending NBC-TV's Candidates Color Clinic. You'll be briefed there on the advisability of maybe an extra mole, the color of your new hair piece, and some of the wonders of tinted contact lenses. You now are leaving us for better or for worse. God-speed.

The candidates arise and shake hands with their instructors. Amid the general bustle and excitement, Mr. Jones seeks out Mr. Daly.

MR. JONES: Mr. Daly . . . (with obvious emotion) . . . I don't know how to thank you. It's a wonderful thing you've done for the country in this vital election year.

MR. DALY: (Puts arm around Mr. Jones and leads him away from the others) I'll let you in on a little secret, Mr. Jones. This service of ours isn't really new. It's just the first time we've seen fit to publicize it. By any chance, do you remember 1952? And do you remember an interview in Springfield, Illinois? The candidate had a hole in his shoe . . . (He smiles knowingly) Or do you remember a dog named Checkers?

He nudges Mr. Jones. They both burst out laughing in sudden recognition. SLOW DISSOLVE.

—*VINCENT CANBY*

Who's Where

DICK DINSMORE, formerly west coast sales manager of Screen Gems, has been promoted to western sales manager at the new Hollywood headquarters. **HAAN TAYLOR** has joined the company as station sales supervisor of the western division.

HUBERT WILKE, formerly general sales manager of Atlas Television, has joined the Tele-PrompTer Corporation as a sales executive of the "telexecutive" division, **HERBERT W. HOBLER**, vice-president, has announced.

ROBERT GOODMAN has been promoted from program assistant to staff director of WCBS-TV, New York, it is announced by **HAL HOUGH**, the station's program director. He will replace **NEAL FINN**, who has been assigned to direct two coming WCBS-TV Public Affairs Department programs, details of which will be announced shortly.

RICHARD CARLTON has been named eastern television sales manager of UM & M TV Corp., it is announced by **CHARLES M. AMORY**, president. Mr. Carlton was formerly with Minot TV.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: The television industry is facing a major change, created by the availability of the huge backlog of major feature films, ***Edward Gray,*** vice-president of National Telefilm Associates, in charge of the western division, stated here following the reported consolidation of PRM and C & S product.

Mr. Gray, whose company purchased the Selznick films and introduced the "Fabulous Forty" and "TNT" packages of films, said the trend toward feature film programming from national level to local station operation has already been indicated by increased ratings on shows featuring the great film classics of former years.

Star names and quality productions, which cost the film studios millions to produce, are out-rating the half-hour film shows and top live hour programs, Mr. Gray said. A more careful appraisal of the selection of films to be produced for television, and a greater evaluation of the remaining backlog of films that are "in the cans" at the major studios is the order of the day, he pointed out.

Mr. Gray posed a horizon note that other major television film distributors will be shopping for backlog features and consolidating interests in order to maintain a degree of competition necessary for the successful marketing of feature product.

Sponsors already have expressed favorable regard for "spot purchases" on films, which already have proved their value at the box office, and are aiming their commercials at a newer generation who have never seen the films before.

◆

Albert McCleery, executive producer of NBC's "Matinee Theatre" is playing host tomorrow March 20 to the press at the show's 100th performance. This will be the first show done with an audience in special seats on the stage at NBC's Color City in Burbank. ***John Conte*** steps away from his regular hosting job to do the starring role of "Temptation for a King."

Mr. McCleery's incomparable operation for supplying mass entertainment could easily set the pattern for a national theatre. Shows that are born on this program, and actors who can find opportunity for testing their ability in important roles, may find a profitable route to touring in plays that can be readapted to theatre facilities.

We add our congratulatory note on this occasion to the network's vision, Mr. McCleery and his expert staff and the sponsors who make the show possible.

—SAMUEL D. BERNS

COMMERCIAL TV in England took another step forward with the opening cer at Birmingham Town Hall, above, when Midland viewers were offered progra their Channel 8. Sir Kenneth Clark, Independent Television Authority ch speaking above, said programs will be diversified, and the desires of minori well as majorities will be served. ATV and ABC will share the station. In above, seated left to right: Val Parnell, Norman Collins, Prince Littler, ATV Mayor of Birmingham, Sir Ronald Mathews, vice-chairman, ITA; Sir Philip V Eric Fletcher, Horward Thomas, ABC.

BEST Comedy Team in the Fame-Television Today poll of TV writers and editors of the nation's newspapers, George Burns and Gracie Allen, CBS-TV stars, receiving their scroll of achievement from Harold Bostwick, right, of Quigley Publications, in Hollywood last week.

SPOTLIGHT

(Continued)

year of telecasting of John Cameron Swayze's News Caravan. The group in attendance saw Swayze in action at his 7:45 P.M. stint for Camel and Plymouth, then a short film subject detailing the history of this most-successful news telecast, produced by Frank McCall and directed by Ralph Peterson. On the monitors for viewing of the program was seen a sequence in color (excellent), using Anscochrome for speedy handling, according to Arthur Holch and Bill Ryan, news editors. Mr. Sw able, incisive reporting, happ sonality and the high grade work which goes into it acc easily for the top rating ach

Mama's 300th

▶ Last Friday night, "M CBS-TV's long-run saga of wegian-American family life turn of the century, was not ing ahead to an uncertain (it will probably go into come Fall) but concentrati its record—as the oldest dramatic show in television. day marked Mama's 300th formance since going on th July 1, 1949.

The 104 Package

▶ The package of 104 Col Pictures features, called the wood Movie Parade by Gems, has been sold to a to 11 stations so far, Robert director of sales for Screen announced last week.

COMMERCIALS ON THE SPOT

Prepared for freshened or new commercial appeals on TV screens throughout the nation are the following:

At GEORGE BLAKE ENTERPRISES

Lentheric Hair Spray (*Grant Adv.*)
Encore Cigarettes (*Kudner*)
Omega Oil (*Direct*)
Ronzoni Macaroni (*Emil Mogul*)

At CALHOUN STUDIOS, Inc.

Melrose Distilleries (*Direct*)
Raleigh Clothes (*Direct*)
Sagner Clothes (*I. Goldman*)

At HERBERT KERKOW, Inc.

Bissell Carpet Sweepers (*N. W. Ayer*)
Sargeant Dog Product (*N. W. Ayer*)
Hills Bros. Coffee (*N. W. Ayer*)

At LALLEY & LOVE, Inc.

Chrysler Motor Cars (*McCann-Erickson*)
Norelco Electric Razor (*C. J. La Roche*)
Socony Gas (*McCann-Erickson*)
Westinghouse (*Ketchum, MacLeod & Grove*)

At VERNON LEWIS PROD.

Englander Mattresses (*Biow, Beirn, Toigo*)
B. F. Goodrich "P-F" Canvas Shoes (*McCann-Erickson*)
DuPont Nylon Sheets (*B.B.D.&O.*)
Chevrolet (*Campbell-Ewald*)

At MICHAEL MYERBERG PROD.

Ehlers Coffee (*Dowd, Redfield & Johnstone*)
Ivory Soap (*Compton Adv.*)
Green Giant Peas (*Leo Burnett*)
Hazel Bishop (*Raymond Spector*)

At PATHESCOPE PRODUCTIONS

East Ohio Gas (*Ketchum, MacLeod & Grove*)
Lederle Aureomycin (*Conklin Mann & Son*)
Karo Syrup (*C. L. Miller Co.*)

At SARRA, Inc.

St. Joseph Aspirin (*Lake-Spiro-Shurman*)
Herbert Tareyton (*M. H. Hackett Co.*)
Frozen Dinners (*Tatham-Laird*)

At FLETCHER SMITH STUDIOS

Doeskin (*Harry B. Cohen Co.*)
Roto Broil (*Product Services*
Bufferin (*Y & R*)
Sunbeam Bread (*Direct*)
Glamorene (*Product Services*

At UPA PICTURES

Ipana (*D.C.S. & S.*)
Borden's Instant Coffee (*D.C.S. & S.*)
Crisco (*Compton Adv.*)
Minute Rice (*Y & R*)

At UNITED WORLD FILMS

Lux (*J. Walter Thompson*)
Studebaker (*Benton & Bowl*)
General Electric (*B.B.D. &*
Coca-Cola (*D'Arcy*)
Lustre Creme (*Lennen & Ne*
Air Force Recruiting (*R. &*)

At VIDEO PICTURES, Inc.

Rise (*S.S.C. & D.*)
Old Spice (*Direct*)

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FAME

24th ANNUAL AUDIT OF PERSONALITIES OF MOTION PICTURES AND TELEVISION

Throughout the years there have been many attempts among other publications to adopt basic ideas which originated in FAME. But nothing in FAME has ever been successfully imitated.

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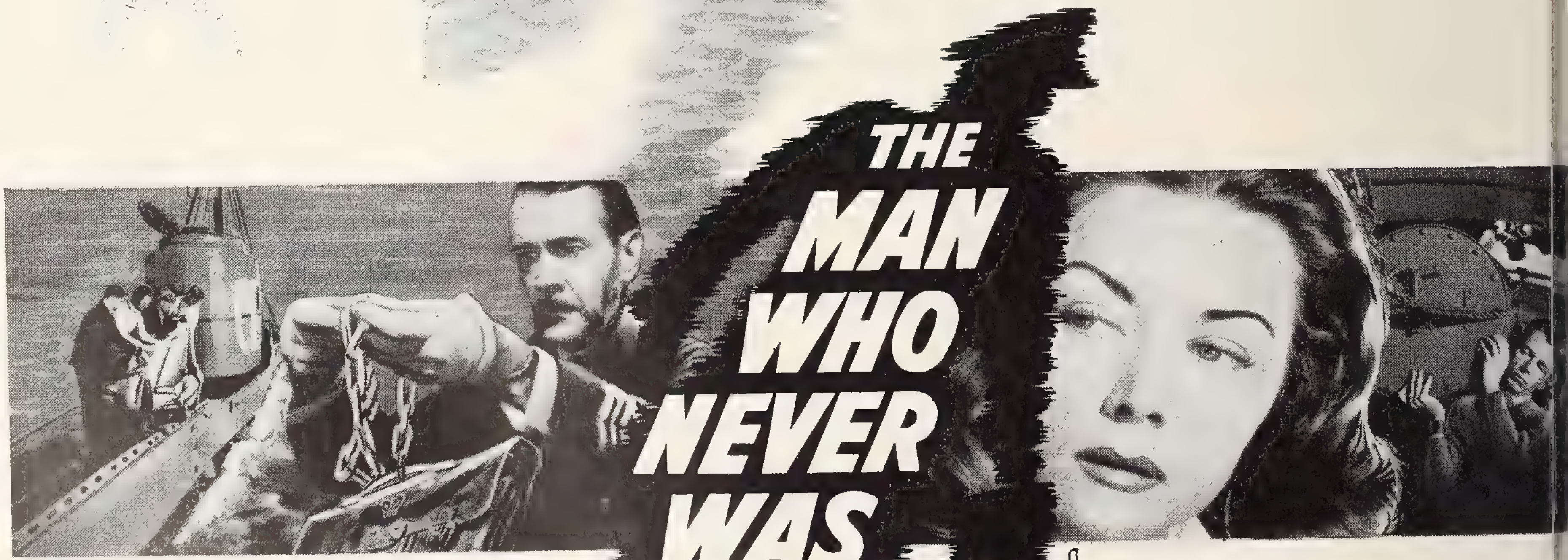

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S Project

nother Move r a Central ippingDepot

ianapolis Expected to the Site of First Test

ther move to test the feasibility
central shipping and back-room
ions depot will be undertaken
ear by National Film Service
currently handles these details
veral companies in a number of
ities. The test city may be In-
polis. An experimental depot
w York was under consideration
a year ago, but the project was
ed after lengthy discussions by
rties concerned. If the central
test is successful in Indianapo-
r some other exchange city, it

(Continued on page 14)

E Plans Seminar Subscription TV N.Y. on Thursday

e technical details of subscrip-
elevision, the scrambling of pic-
and sound, will be thoroughly
ssed at a special symposium at
44th annual Institute of Radio
neers national convention which
nenced here yesterday at the
lorf Astoria Hotel and Kings-
e Armory with some 45,000 elec-
scientists and engineers in
dance.

e details of pay-as-you-see TV
be discussed on Thursday, the

(Continued on page 14)

pital 'Space' Show aws Gov't Leaders

From THE DAILY Bureau

ASHINGTON, March 19. – A
contingent of leaders from the
gressional and military life of the
tal tonight attended the special
iew of "On the Threshold of
e," CinemaScope feature of 20th
tury-Fox. The performance was
at the Capitol Theatre.

he advance showing of the ro-
tic drama dealing with jet-age re-

(Continued on page 14)

N.Y. Offices Close Early Due to Storm

Most home offices of film companies, as well as many offices of circuits, in snow-blitzed Metropolitan New York closed early yesterday to allow employes to begin their trek home as soon as possible.

RKO Radio Pictures, Universal-International and United Artists home offices closed at 1:00 P.M., while Paramount, Warner Brothers, Loew's, Inc. and 20th Century-Fox closed mid-afternoon.

Another Delay

Farm Bill Vote May Set Back SSB Hearings

By J. A. OTTEN

WASHINGTON, March 19.—Senate Small Business Committee officials are nervously watching the progress of Senate voting on the Farm Bill.

They fear that if the voting drags on much more, they'll have to postpone once again the subcommittee hearings scheduled for Wednesday on film industry trade practices. Subcommittee chairman Humphrey (D., Minn.) is the ranking Democrat on the Senate Agriculture Committee and

(Continued on page 14)

Business Off Up to 70 Per Cent

Storm Takes Heavy Toll at Box-Offices

Effects Are Felt from West Virginia to N.E. and West to Buffalo, Pittsburgh

By MURRAY HOROWITZ

The Eastern snowstorm took a heavy toll at theatre box-offices, cutting weekend business as high as 60 to 70 per cent in some areas in the affected zone, running from West Virginia to New England and as far West as Buffalo and Pittsburgh.

The storm, which continued unabated until late yesterday afternoon in the New York area, stacked up as the worst in seven years, with a fall measuring 14 inches.

Here are the highlights:

Some New York neighborhood theatres reported a fairly good matinee yesterday, with children in the public schools given an option on school attendance and parochial schools closed due to a Catholic holiday.

The snow piled up yesterday, on top of Sunday's fall and the pelting received on Friday, disrupting traffic on major road arteries and keeping

(Continued on page 15)

Storm Highlights

The highlights of the snowstorm, as it affected motion picture theatres in the Eastern seaboard area, stretching from New England to West Virginia, were as follows:

The most drastic damage was at the box-office, with some areas reporting business off 60 to 70 percent.

Drive-ins were forced to close down.

Film shipments, despite the weather, came through.

The box-office toll was most severe in country and suburban theatres, where snarled transportation and hazardous road conditions kept people indoors.

Providence in State Of Emergency; Use Theatres as Shelters

Special to THE DAILY

PROVIDENCE, March 19.—As the worst blizzard in many a year sweeps over New England, following last Friday's snow storm, a state of emergency has been declared in Providence.

Disaster units, Red Cross and Civil

(Continued on page 15)

'Samurai' in Top Spot

Academy Reveals Technical And Foreign Film Awards

By WILLIAM R. WEAVER

HOLLYWOOD, March 19.—"Samurai," a Japanese picture presented by Homel Pictures, Inc., and a Toho Co. production release through Fine Arts Films, Inc., will receive the Academy of Motion Picture Arts and Sciences' award as the honorary foreign language film tomorrow night at the NBC Century Theatre, in New York, Academy president George Seaton announced today.

Claudette Colbert will present the award on simulcast. A technological award in Class One will be presented to the National Carbon Co. for the development and production of a high efficiency yellow flame carbon for color photography. Technological awards in Class Two are to be made to Eastman Kodak Co., for its Tri-X panchromatic negative film, and to Farciot Edouart, Hal Corl and the Paramount Transparency Dept. for the engineering and development of

(Continued on page 4)

Rep. Receipts Abroad To Rise 50%: Armour

From THE DAILY Bureau

HOLLYWOOD, March 19. – Foreign earnings of Republic will run 50 per cent higher in 1956 than in 1955, Reginald Armour, vice-president Republic International, stated in his first conference with Republic President Herbert Yates.

Armour, who arrived from South

(Continued on page 14)

PERSONAL MENTION

BERNARD BROOKS, chief buyer Fabian Theatres, and **LOU LEVY**, district manager in Brooklyn for the circuit, have returned to New York from Albany.

•

BERNARD M. KAMBER, publicity director for Hecht-Lancaster's "Trapeze," will leave New York today for Rome and London.

•

MARY PRICE, secretary to **MORT NATHANSON**, United Artists publicity manager, will be married on April 29 to **SAMUEL GREENBLATT** of New York.

•

CHARLES CARPENTER, manager of Technicolor's New York office, has returned here from the Coast.

•

SANDY WILSON, British songwriter, is scheduled to arrive here today from England via B.O.A.C.

•

CORNEL WILDE and **DEAN JAGGER** will arrive in New York today from Europe aboard the "United States."

•

CARY GRANT will leave New York on Thursday aboard the "United States" for Europe.

Glazer, Industry Veteran, Dies

LOS ANGELES, March 19.–Funeral services were being completed here for Benjamin F. (Barney) Glazer, 68, a writer, producer and director before World War II and two-time Academy Award winner, who died yesterday in Cedars of Lebanon Hospital of a heart ailment.

Glazer, who won Academy Awards for writing the original film version of "Seventh Heaven" in 1927 and for writing "Arise My Love" in 1940, retired from the industry 12 years ago due to poor health. He was a native of Ireland and went to Hollywood after his Broadway production of "Liliom" in 1922.

Defer N. J. Allied Meet

TRENTON, N. J., March 19.–The membership meeting of Allied Theatre Owners of New Jersey, which was scheduled to be held here today, has been postponed. The date of a new meeting will be announced shortly.

Reverse 'Arm' Ban

ATLANTA, March 15. – Atlanta's censors have reversed their decision to ban "The Man With the Golden Arm."

Telecast Receives 30.0 Trendex

Phil Silvers and His CBS TV Show Win Five 1955 Best 'Emmy' Awards

The telecasting of the 1955 Academy of Television Arts and Sciences "Emmy" awards last Saturday evening, five of the honors being presented to Phil Silvers and his "You'll Never Get Rich" program, garnered a 15-city Trendex rating of 30.0, according to the National Broadcasting Co.

The "Emmy" telecast, which originated from the Pan Pacific Auditorium in Los Angeles and the Waldorf Astoria Hotel here, was sponsored by the Oldsmobile Division of General Motors. John Daly and Art Linkletter were the East and West Coast masters of ceremonies, respectively.

Has Tuesday Show

Silvers, who attained the heights in popularity in 1955 with his half-hour Tuesday evening program, was acclaimed the "best actor" and "best comedian" of the year and having the "best comedy" series of 1955. Nat Hiken, the producer of "You'll Never Get Rich," was acclaimed the "best director" of a film series and the "best in comedy writing."

The "Producer's Showcase" performance of "Peter Pan" on NBC was honored as the best single program of last year and Mary Martin, the star of this show, was awarded the "Emmy" as the "best actor" in a single performance. The "best actress" award for a continuing performance was presented to Lucille Ball for her role in "I Love Lucy."

Lloyd Nolan Honored

Lloyd Nolan was awarded an "Emmy" as the "best actor" in a single performance, for his portrayal of Capt. Queeg in "The Caine Mutiny Court Martial."

"Emmy" awards were also presented to Art Carney and Nanette Fabray, "best actor and actress," respectively, in supporting roles. Carney was honored for his role in "The Honeymooners" while Miss Fabray was acclaimed for her varied chores on "Caesar's Hour." Miss Fabray was also honored as the "best comedienne."

Walt Disney Cited

Other "Emmy" awards went to "The NBC Matinee Theatre" Best Contribution to Daytime Programming; Perry Como, Best M.C. or Program Host; Tony Charmoli, Best Choreographer; Franklin Schaffner, Best Live Director; Walt Disney, Best Film Producer; Fred Coe, Best Live Producer; Marcel Marceau, Best Specialty Act; Edward R. Murrow, Best News Commentator or Reporter; "Love and Marriage," Best Musical Contribution; Perry Como, Best Male Singer; Dinah Shore, Best Female Singer.

Rod Serling was honored for "Patterns," the Best Original Teleplay; Paul Gregory and Franklin Schaffner, Best Television Adaptation; A-Bomb Coverage was named Best Special Event or New Program; "Ed Sullivan Show," Best Variety Series; "Producers' Showcase," Best Dramatic Series; "Your Hit Parade," Best Music Series; "Disneyland," Best Action or Adventure Series; "Omnibus," Best Documentary; "Lassie," Best Children's Series; "The $64,000 Question," Best Audience Participation Series.

Technical Awards Made

In the technical awards handed out, Otis Riggs won an "Emmy" as the Best Live Art Director; William Ferrari, Best Film Art Direction; William Sickner, "Medic," Best TV Cinematography; Edward W. Williams, Best Editing of a TV Film; T. Miller, Best Camera Work on a live show. The RCA Tricolor picture tube which made the commercial color receiver practical received the Best Engineering Technical Achievement award.

Premieres Tonight Of 'Birds and Bees'

A gala invitational screening in snowy New York of Paramount's 'The Birds and the Bees," starring TV comedian George Gobel and Mitzi Gaynor, will take place tonight at the Times Square Paramount Theatre.

The New York screening of the VistaVision-Technicolor comedy, which is being simultaneously duplicated in theatres in 30 other key cities, will be attended by prominent New York businessmen, top industry executives, metropolitan area exhibitors, film buyers, trade press representatives, newspaper and magazine critics, radio and television commentators and other influential opinion-makers.

Barney Balaban, president, and Adolph Zukor, board chairman, will head a contingent of Paramount home office executives who will attend this evening's special preview here. Paramount division and branch managers will serve as hosts at the screenings in the other cities.

Annual ASCAP Banquet

The annual banquet of ASCAP members and officials will be held at the Waldorf-Astoria Hotel here on April 3.

Mexican Distribut Group Sold to Ban To Be Consolidate

Special to THE DAILY

MEXICO CITY, March 19. Distribuidora Independente, call the trade "the last bastion of a of independent producers," dis tor of Mexican and foreign pic was bought for $24,000 by trade's own bank, the semi-o Banco Nacional Cinematog It will be affiliated with Pel Nacionales, distributor of M films at home and abroad and f products in Mexico.

Distribuidora was owned by leading circuit operators, Gabriel con of the Cadena de Oro (G chain) and Manuel Espinosa Ig of Operadora de Teatros. Dist dora handled mostly pictures of Brooks and the Rodriguez Br will now specialize in placing pi that Mexico gets in exchange other countries and also explo mm, material.

Both enterprises are now supe by Cinex, the semi-official con of distribution of Mexican pictu the U. S. and Europe. Cinex h signed top producers to arrang establishing a Mexican film exc in Paris.

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PEOPLE

man S. Adams of New York
has been appointed film library
visor in the Radio-TV-Motion
e Bureau of the State Com-
Dept.

◆

ve Williams of IFE's Atlanta
n has been transferred to Char-
John Jarvis has returned to
post of branch manager in
a.

◆

l Rindcen will celebrate a half-
ry's association with the Shea
es in Buffalo and Western New
next month. Rindcen, now man-
of Shea's Buffalo, started as a
seller in Shea's old Court Street
ville theatre.

◆

Ward Marsh, veteran Cleveland
n picture critic, will be honored
ne industry with a testimonial
uet on the occasion of his 40th
ersary as motion picture editor
ne "Plain Dealer" on April 9.

◆

arles Perrine of Minnesota
sement Co., Minneapolis, and
l Friedman, Albert Lea Amuse-
Co., Albert Lea and Minneap-
have been named as employer
bers of a new advisory board
ne Minnesota industrial commis-
on minimum wages for women
minors in the amusement in-
ry.

◆

r Ian Jacob, director-general of
British Broadcasting Co., will ad-
a luncheon meeting of the
o-Television Executives Society
larch 21 tomorrow, at the Roose-
Hotel here.

◆

hn Gassner, manager of the Co-
bia Pictures play department in
York from 1944 to 1947, has
named Sterling professor of
writing at the Yale School of
ma, effective July 1, succeeding
ert Penn Warren, who is retiring
levote full time to writing.

uneral Rites Today r Fred Allen, 61

uneral services will be held at St.
achy's Roman Catholic Church
e at 10 a.m. today for comedian
d Allen, 61, who died of a heart
nent on Saturday night.

llen, who won many "Fame"
gazine awards in the radio critics
l in the '30s and '40s, has long
n a major figure in the broadcast-
industry. He was a permanent
nelist on CBS-TV's "What's My
ne?" until his death.

Reports on Tour of West

Shanklin Optimistic New Product, Equipment Will Stimulate B.O.

Special to THE DAILY

RONCEVERTE, W. Va., March 19.—Despite evidences of declining theatre attendance in many sections of the Middle and Far West encountered during a recently completed tour, J. C. Shanklin, owner of the Grand Theatre here, said he still is optimistic about the future of the business and believes that good pictures properly presented with the latest equipment in well-maintained surroundings will continue to win patrons.

"Good pictures are still doing fine business everywhere I went," Shanklin said.

That many pictures do not equal former performances can be attributed to the increased competition for the amusement dollar today, as well as the difficulty any producer encounters in knowing in advance what the public will want later on, Shanklin believes. Sports, he said, keep as many people away from the theatre in particular areas and particular seasons as does TV.

Sports Competition Strong

"Even in this small city," he remarked, "my theatre feels the competition when there are special basketball, baseball, football or other athletic contests locally. Even top pictures have a difficult time meeting the competition such events afford."

Shanklin and Mrs. Shanklin spent more than a month on a motor tour which included visits to Hot Springs, Ark., their 18th season there and on west into Arizona, returning here by a northern route. They visited theatres and exhibitors along the way.

Product of hit calibre has been somewhat scarce during the past quarter, Shanklin believes, but regards the long-term record and the outlook for the future as good. He commended Leonard Goldenson, president of American Broadcasting-Paramount Theatres, on his recently announced program of encouraging distributors to space their top releases over the full year, thereby avoiding any tendency to concentrate such releases in the summer months almost exclusively.

Effect Felt Soon, He Says

"It does not take long for a lull in release of top productions to be felt at the box office," he remarked.

"My theatre is holding its own," he said. "I have installed complete new equipment, including CinemaScope and stereophonic sound, VistaVision and other improvements. I think CinemaScope 55 is wonderful and that it will stimulate attendance importantly. The best in equipment and good theatre housekeeping is as essential these days as top product. I have found that people will leave their TV sets under those conditions."

Luis Montes Dead; Was Mexican Leader

MEXICO CITY, March 19.—Luis R. Montes, 45, a top Mexican exhibitor, president of the National Exhibitors Association, founder of the Mexico Variety Club and representative for Latin America in International Variety, died of a heart attack at his home here. The widow and a young son and daughter survive.

George C. Walsh Dies

YONKERS, March 19. — George Cockerill Walsh, an attorney and former circuit executive, died in St. Vincent's Hospital here yesterday at the age of 60. Walsh, whose father was the builder of the Strand Theatre at Yonkers, was manager of a 15-theatre chain on the New Orleans circuit of Paramount Pictures, Inc., before transferring as director of the Eastern New York theatre circuit for Paramount. Since 1955 he has been in the automobile business.

Okay Barnes Judgeship

WASHINGTON, March 19.—The full Senate Judiciary Committee approved President Eisenhower's nomination of anti-trust chief Stanley N. Barnes to be a judge of the Ninth Circuit Court of Appeals.

Flick on Censorship: Regulation Aids All

ALBANY, Mar. 19.—The machinery established by the people of the state "to prevent the abuse of motion pictures" is "on the whole, very effective," Dr. Hugh M. Flick declared in an address on "Freedom and Censorship" before Gansevoort Chapter, Daughters of the American Revolution, at Brubacher Dormitory Hall, State Teachers College.

Dr. Flick, who for six years served as director of the State Education Department's Motion Picture Division and who since last fall has been executive assistant to Dr. James E. Allen, Jr., State Education Commissioner, said this operation is called by some "censorship," and by others, "regulation."

He termed it "simple, ordinary, every-day, garden-variety regulation," adding "there is nothing throughout the day in which we are not subject to some form of regulation."

The new media, motion pictures, television and radio, are now going through the evolutionary process which the press experienced for 200 years, Dr. Flick continued. In due course, they will enjoy the freedom which the press has: this will come about when they develop "sufficient" protective laws in the public interest.

NFPA Report

Faulty Wiring Chief Cause of Theatre Fires

Recounting theatre fires occurring as far back as 1808, the National Fire Protection Assn. has published a thorough report on the theatre's menace, stating that faulty electrical wiring and fire hazards on the stage and in the projection booth are the major points of fire origin. Statistically, these combine with the lack of sprinkling systems and an automatic detection devise or watchman to pose the greatest threat.

Organized in 1896

Organized in 1896 to promote the science and improve the methods of fire protection, the NFPA states that of 100 theatre fires, 19 originated on stage, 14 in projection booths and only 12 in auditoriums, including both orchestra and balcony. Faulty wiring was a known cause in 34 cases while smoking and the lighting of matches, third on the list, accounted for 18 fires. Leading factors contributing to the spread of theatre fires were the lack of sprinklers and detection devices. Combustible stage curtains were high on the list.

Theatre exits, long an object of debate, have been under criticism from the organization which credits such exits as being the greatest factor for the loss of lives. Investigating 30 theatre fires that resulted in the loss of life, exits—insufficient number, poorly lighted, obstructed, narrow, and those not marked—were the greatest contributing factor.

Santa Ana Holds Record

Statistically, the largest loss as reported by the NFPA was $325,000 in the leveling of a Santa Ana, Cal. theatre on Feb. 26, 1952, while, in the drive-in category, $50,000 was reported lost when a W. Radford, Va. outdoor house was razed in Feb., 1949. The largest tragedy in the industry on a world-wide basis was the deaths of 1,670 patrons in a Canton, China, theatre in May, 1845, while deaths on a historical basis, considering all years and all theatres, number 7,833.

To Launch 1956 UJA Campaign Next Mon.

The industry's 1956 campaign for United Jewish Appeal will be inaugurated next Monday at a luncheon to be held in the Paramount Pictures home office, Adolph Schimel, vice-president and general counsel of Universal Pictures, who served as chairman of the 1955 campaign, has announced.

Barney Balaban, Paramount president, will be host at the luncheon, at which the 1956 campaign chairman will be introduced.

. . . NEWS ROUNDUP

Disney Film Due in NYC

Walt Disney's re-release feature, "Song of the South," based upon the folklore tales of Joel Chandler Harris' "Uncle Remus," will follow its New England saturation openings with the simultaneous release in 72 theatres in the metropolitan New York area on April 4. The following week it will open in more than 100 additional independent and circuit houses located in the New York, New Jersey, Long Island and Westchester areas.

■

Upstate Ban on Drive-ins

The Town Board of Brunswick, near Troy, N. Y., has voted to prohibit the construction, operation and maintenance of drive-in theatres within the town limits. More than 200 residents attended the recent public hearing on the issue which goes into effect March 25. United Drive-In Theatres, Inc., had planned to construct a drive-in at Brunswick.

■

Asia Sees 'Conqueror'

Four cities in Asia will have openings of Howard Hughes' "The Conqueror" on March 30. The picture will play in Bombay, Calcutta, Rangoon and Karachi, Pakistan.

■

'Wonders' Benefit Show

The premiere of "Seven Wonders of the World" in the Warner Theatre, Pittsburgh, on April 19, will be a benefit for the United Nations Association of Pittsburgh.

■

Filmack Drive-in Book Out

Filmack Trailer Co.'s new 1956 Catalog of Trailer Ideas for America's drive-in theatres is now in the hands of exhibitors. This catalog is devoted exclusively to the specialized needs of drive-ins in advertising, exploitation, special stunts, refreshments and institutional ideas.

ABPT, WU Buy 44% Of Electronics Firm

Two checks amounting to $553,000 were presented last week to Technical Operations, Inc., of Arlington, Mass., marking the formal acquisition by Western Union and American Broadcasting-Paramount Theatres of a 22 per cent stock interest by each company in the Arlington nucleonics and electronics firm. Both companies also have options to increase their individual stock interest up to 25 per cent each.

Technical Awards

(*Continued from page 1*)

a double-frame, triple-head background projector.

Technological awards in Class Three will be also given to:

Twentieth Century-Fox and Bausch and Lomb Co. for the new combination lenses for CinemaScope photography;

Walter Jolley, Maurice Larson and R. H. Spires, all of 20th Century-Fox, for a spraying process which creates simulated metallic surfaces;

Steve Krilanovich for an improved dolly for multi-directional steering;

Dave Anderson, 20th Century-Fox, for an improved spotlight capable of maintaining a fixed circle of light at constant intensity over varied distances;

Loren L. Ryder, Charles West, Henry Fraker, all of Paramount, for a projection film index that establishes proper framing for various aspect ratios.

The Academy board of governors, which voted the honorary and technical awards, will not present any other honorary awards, nor an Irving G. Thalberg award this year, Seaton added.

USIA to Guarantee Viet Nam Contracts

WASHINGTON, March 19.—The United States Information Agency has agreed to accept applications for convertibility guarantee contracts for motion pictures distributed in Viet Nam.

Contracts will be accepted both from companies distributing there through the Motion Picture Export Association and from independent companies. USIA has not as yet set a limit on the total amount of funds on which it will guarantee convertibility but it is expected to run between $750,000 and $800,000.

USIA reached this decision after the MPEA had "inquired into the possibility" of guarantees for Viet Nam, an agency official said.

At present USIA is guaranteeing convertibility on film earnings only in Yugoslavia. The agency is looking into the possibility of providing guarantees in Turkey, but a difficult financial situation in that country is slowing up a decision.

Reservation Charge Taxable, IRS Holds

WASHINGTON, March 19.—The Internal Revenue Service has ruled that for admission tax purposes any extra charge for a reserved theatre seat is to be counted into the admission price.

The Service said it had been asked to make clear how the admission tax exemption for tickets of 50 cents or less applied in cases where a person pays a general admission charge of 50 cents and then pays an additional 50-cent charge for a superior accommodation, such as a reserved seat.

Where a person pays one charge and then pays a second charge for accommodations "which are essentially an extension of the accommodations granted in return for the payment of the first charge," the Service said, "the tax attaches to the total of the two charges made." Thus, it stated, in the case about which the question was raised, the total $1 paid constitutes the amount paid for admission within the meaning of the tax laws, and so is subject to tax.

Senate Ends Study of Film Effect on Youth

From THE DAILY Bureau

WASHINGTON, March 19.—The Senate Judiciary Subcommittee studying juvenile delinquency will almost certainly not make any further investigations of the effects of motion pictures on teen-agers, a committee official said. The Senate today voted to extend the life of the subcommittee until next Jan. 31, but with only a $55,000 budget, instead of the $150,000 the subcommittee originally sought.

This official said that the reduced budget almost definitely precluded any further study of films, and that there is no great desire to go into this subject any further anyhow. The subcommittee, headed by Sen. Estes Kefauver (D., Tenn.), has already studied the effect of films and TV programs on teen-agers, and a report on its film study is due some time during the next few weeks.

Skiatron Would List 400,000 of Common

WASHINGTON, March 19.—Skiatron Electronics and Television Corp. today filed with the Securities and Exchange Commission a statement seeking regristration of 470,000 shares of its 10 cents par common stock.

The company said the shares represented stock already issued or to be issued pursuant to warrants held by Matthew M. Fox, James M. Landis and Philip A. Reisman. The statement said the 470,000 shares would come from 81,500 shares already owned by these three, 288,500 shares subject to warrants by these three, and 100,000 shares owned by Skiatron president Arthur Levey. The company now has outstanding 1,133,817 common shares, Skiatron said.

Crown Buys AA Stock

WASHINGTON, March 19.—Alfred Crown, vice-president of Allied Artists Pictures Corp., acquired 5,000 shares of common stock through the employees stock purchase plan in January, making his direct holdings that amount, according to the Securities and Exchange Commission.

Streibert Says

Some U.S. Fil Have Bad Effect On Foreign Fa

From THE DAILY Bureau

WASHINGTON, March 19.- U.S. government is constantly t to persuade U.S. film producers to show particular films oversea cause of the bad effects they r have on foreign audiences, Con has been told.

U.S. Information Agency Dir Theodore Streibert said there been about 25 films during the four years that "our posts hav ported difficulty over."

Has Contacted Hollywood

"And," he added, "we are wo with the industry in Hollywoo call to their attention consistentl bad effects of pictures. We can't sume to censor products but w getting a hearing."

Streibert hastened to add that with these few harmful pictures, beneficial effects of the Holly product in the screens on the is far and away on our side, t benefit, but we would unquestio be much better off if we could ate these few bad pictures an are going to continue our effo this respect."

Report Made Last Month

Streibert's remarks were mad month during a hearing before a ate Foreign Relations subcomm on bills to authorize a perm program of U.S. participation i ternational trade fairs and fest The full record of the hearing made public today.

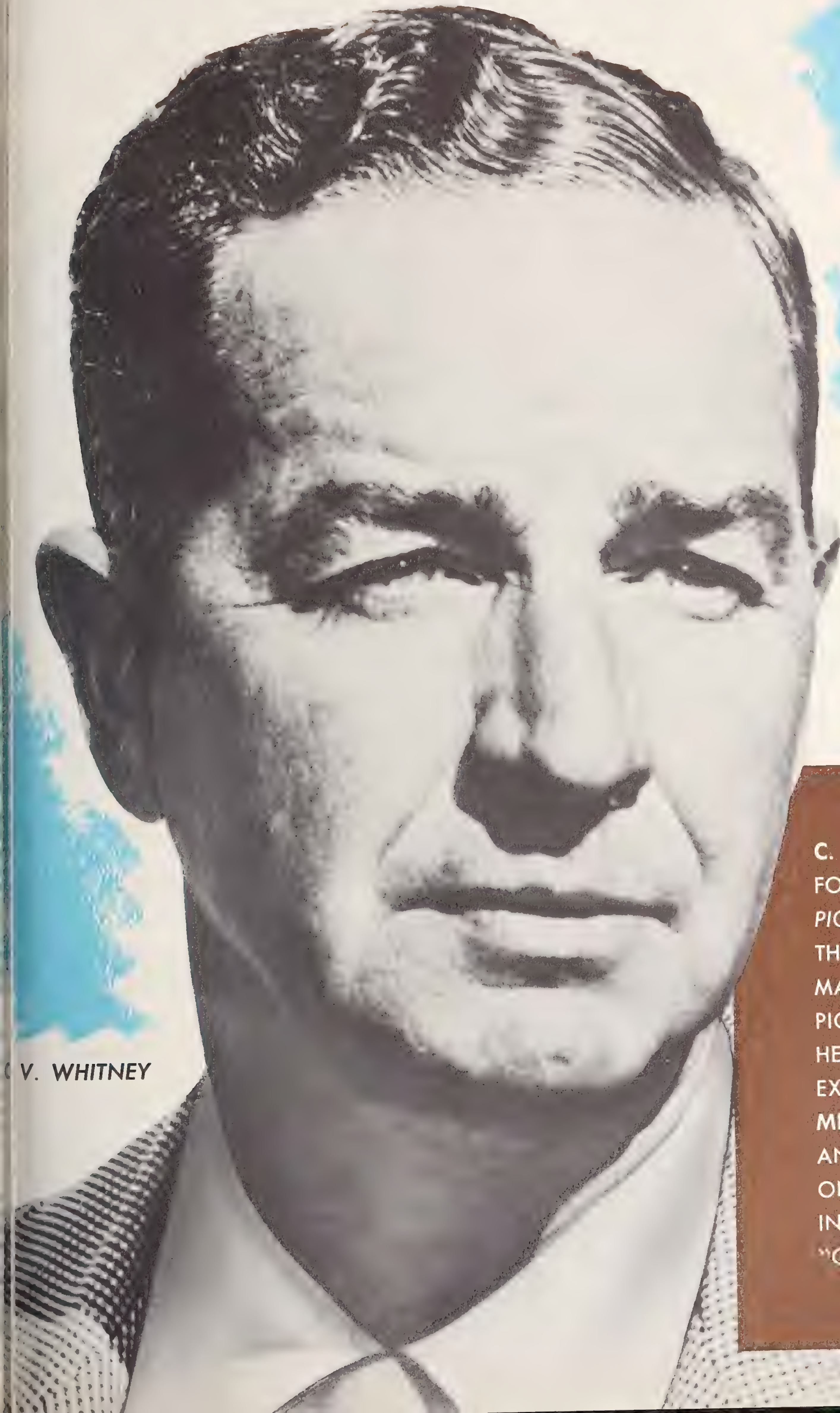
Senator Humphrey (D., M brought the subject up by criti the effects of the foreign showin "The Blackboard Jungle." He the film had "caused a reaction is very, very bad toward the U.S portraying the young people o nation as a bunch of hoodlums racketeers." He asked Str whether "you ever sit down wit Hollywood producers and tal them about it?"

Mrs. Luce's Action Approve

Streibert said he had discusse and many other films with the industry. He said that "they" say many of the objectionable film produced by independent prod who cannot be controlled. For e ple, he said, the distributors of Blackboard Jungle" use as pa their sales promotion campaig South Asia the fact that U.S. Am sador to Italy Clare Booth Luc jected to the film being show Italy.

Both Humphrey and Sen. Man (D., Mont.) announced they endorsed Mrs. Luce's oppositio the foreign showing of "The B board Jungle."

A new motion picture company



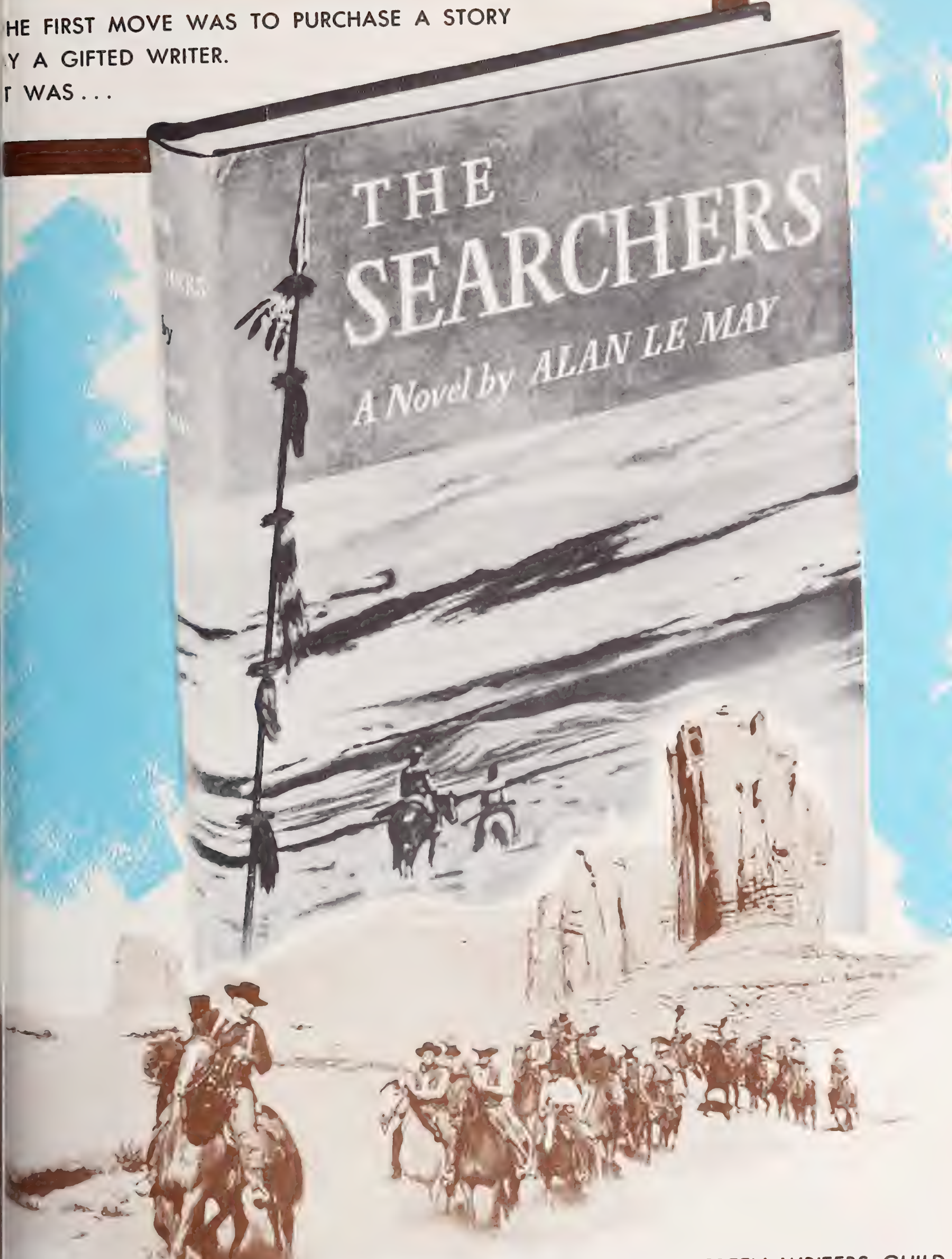
V. WHITNEY

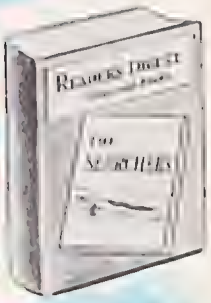
C. V. WHITNEY
FORMED C. V. *WHITNEY PICTURES, INC.* FOR
THE PURPOSE OF
MAKING FINE
PICTURES.
HE CHOSE AS HIS
EXECUTIVE PRODUCER,
MERIAN C. COOPER,
AND GAVE HIM
ONE BASIC
INSTRUCTION:
"GET THE BEST."

THE FOLLOWING PAGES TELL THE BOOK AND THE PEOPLE, **MERIAN C. COOPER,** *ACADEMY AWARD WINNER* "FOR HIS MANY INNOVATIONS AND CONTRIBUTIONS TO THE ART OF MOTION PICTURES," ASSEMBLED WITH MR. WHITNEY FOR THE FIRST C. V. WHITNEY PICTURES, PRODUCTION.

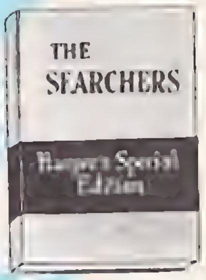
MERIAN C. COOPER

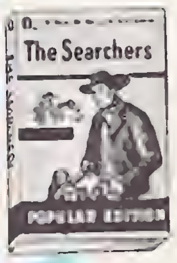
HE FIRST MOVE WAS TO PURCHASE A STORY
Y A GIFTED WRITER.
T WAS . . .


THE SEARCHERS
A Novel by ALAN LE MAY


READERS DIGEST
THE SEARCHERS

POST
1st installment of a great novel

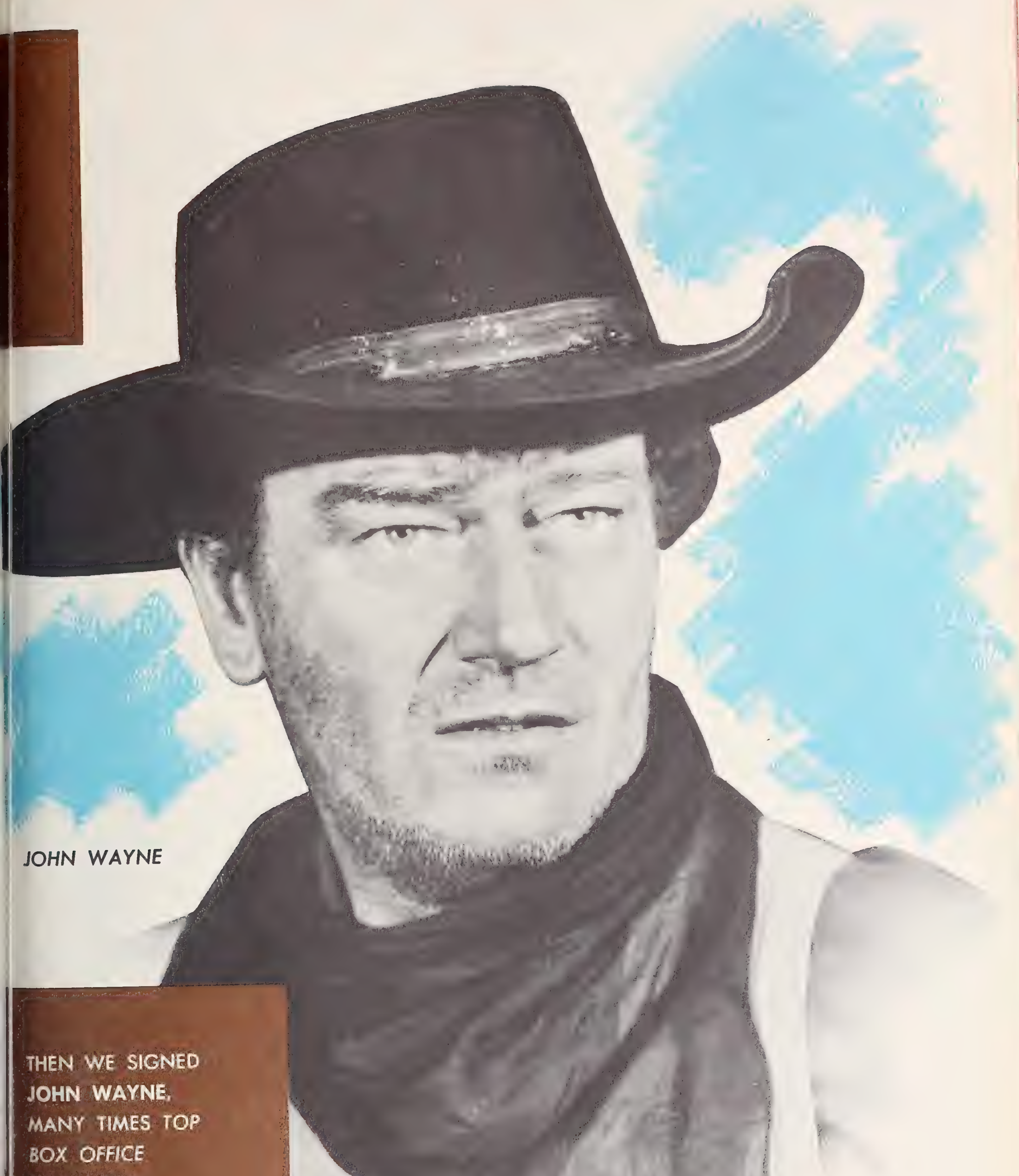

THE SEARCHERS
Harper's Special Edition


The Searchers
POPULAR EDITION

WE ENGAGED **FRANK NUGENT**, *TWICE SCREEN WRITERS GUILD AWARD WINNER* FOR "THE QUIET MAN" AND "MR. ROBERTS" TO WRITE THE SCREENPLAY. NUGENT HAD GREAT SUCCESS WITH JOHN FORD AND MERIAN COOPER IN WRITING FOR THEM "FORT APACHE" AND "SHE WORE A YELLOW RIBBON" AS WELL AS "THE QUIET MAN."

WHITNEY AND COOPER SIGNED THE ONLY *FOUR-TIME ACADEMY AWARD WINN* DIRECTOR, **JOHN FORD,** TO DIRECT "THE SEARCHERS."

JOHN FORD



JOHN WAYNE

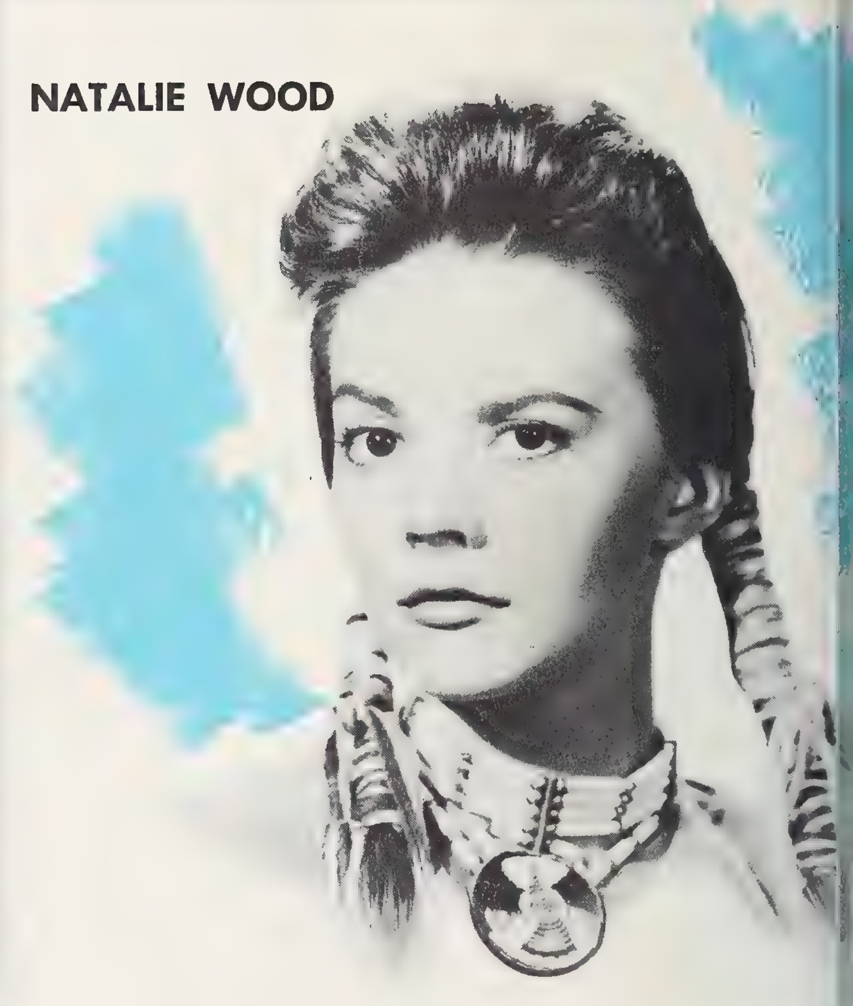
THEN WE SIGNED **JOHN WAYNE**, MANY TIMES TOP BOX OFFICE CHAMPION.

THE CO-STARRING CAST WAS SIGNED NEXT . . .

JEFFREY HUNTER

VERA MILES

WARD BOND



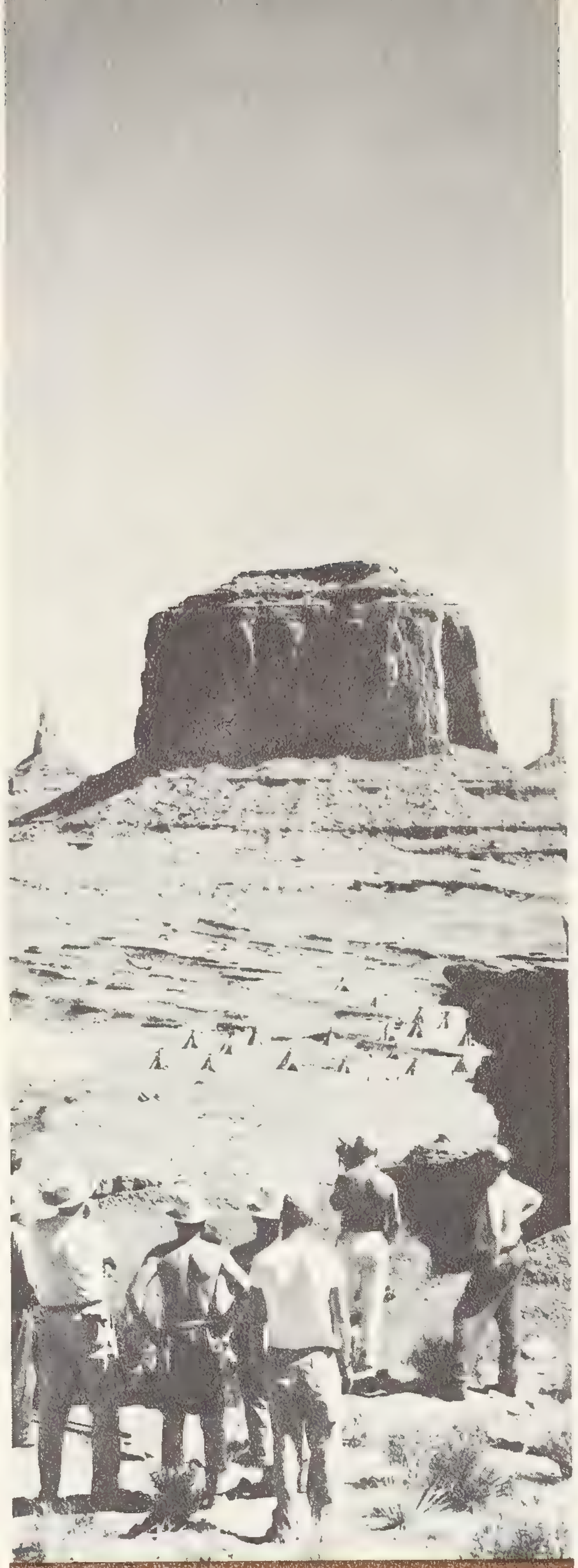
NATALIE WOOD

With John Qualen, Olive Carey, Henry Brandon, Ken Curtis, Harry Carey, Jr., Antonio Moreno, Han
Worden, Lana Wood, Walter Coy, Dorothy Jordan, Pippa Scott, Pat Wayne, Beulah Archuletta.

PATRICK FORD, WIDELY EXPERIENCED IN MAKING MOTION PICTURES IN FAR PLACES OF THE WORLD, AS WELL AS HOLLYWOOD, WE ASSIGNED AS ASSISTANT PRODUCER.

WINTON HOCH, *THREE-TIME ACADEMY AWARD WINNER* FOR CINEMATOGRAPHY, TO PHOTOGRAPH "THE SEARCHERS" FOR C. V. WHITNEY PICTURES, INC.

FOR THE MUSIC WE ENGAGED **MAX STEINER,** *THREE-TIME* ACADEMY AWARD WINNER, *27 TIMES NOMINATED* . . . and to write the song, "THE SEARCHERS," Stan ("*Ghost Riders In The Sky*") Jones.



C. V. WHITNEY PICTURES, INC.

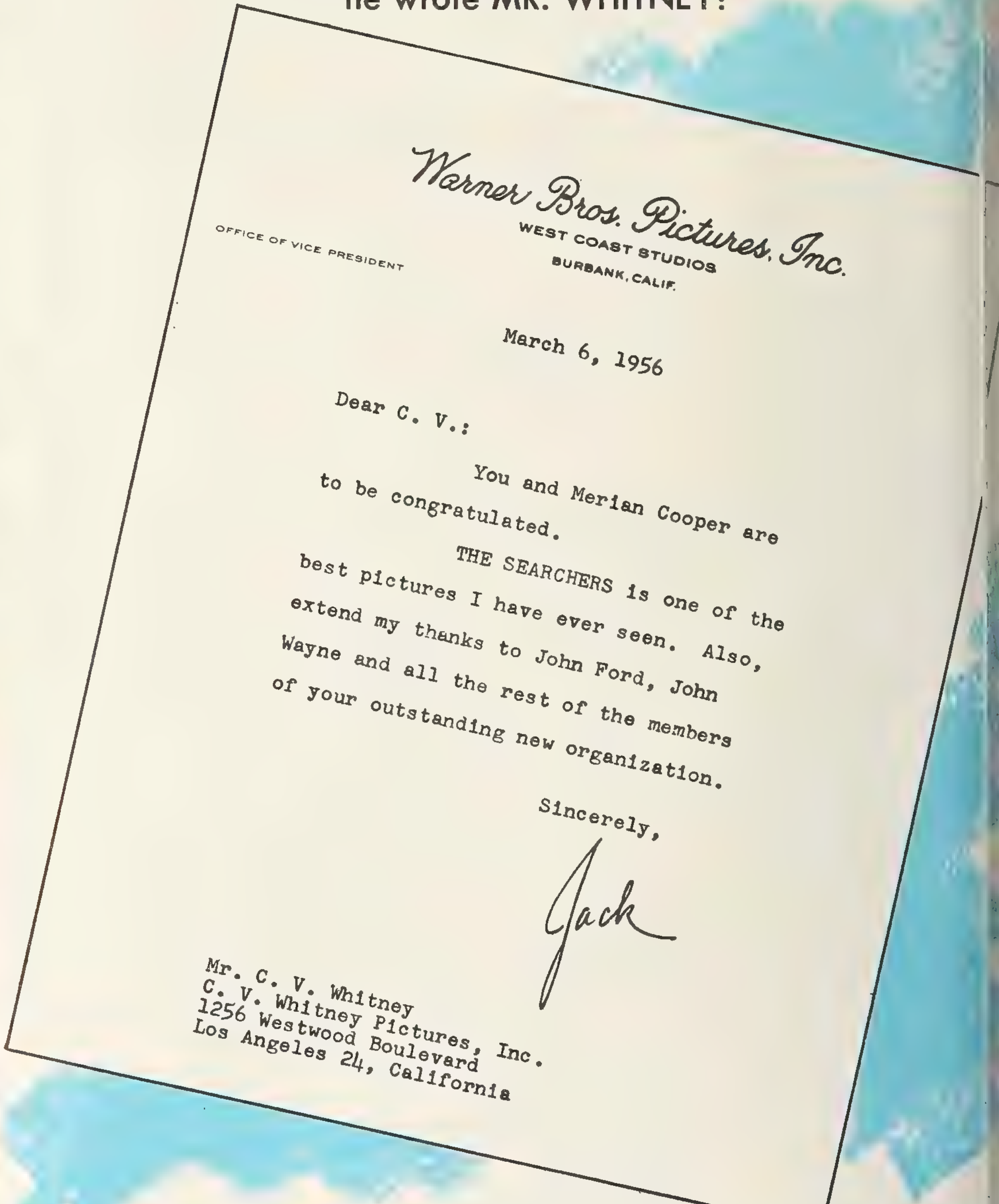
1256 Westwood Blvd.
Los Angeles
California

FILMED ALL OVER THE WEST
IN THE MAGIC OF
VISTAVISION
COLOR BY TECHNICOLOR

THE SEARCHERS

DEVELOPED INTO ONE OF
THE GREAT MOTION
PICTURES OF AMERICA

When **MR. JACK L. WARNER** saw "THE SEARCHERS"
he wrote MR. WHITNEY:



Warner Bros. Pictures, Inc.
WEST COAST STUDIOS
BURBANK, CALIF.
OFFICE OF VICE PRESIDENT

March 6, 1956

Dear C. V.:

You and Merian Cooper are to be congratulated.

THE SEARCHERS is one of the best pictures I have ever seen. Also, extend my thanks to John Ford, John Wayne and all the rest of the members of your outstanding new organization.

Sincerely,

Jack

Mr. C. V. Whitney
C. V. Whitney Pictures, Inc.
1256 Westwood Boulevard
Los Angeles 24, California

THEN PLACED BY
C. V. WHITNEY PICTURES, INC.
IN THE CAPABLE HANDS OF
WARNER BROS. FOR WORLD WIDE
PRESENTATION.

otion Picture Daily Feature Reviews

Creature Walks Among Us

ersal-International

THOSE THEATRE patrons who thrive on horror and the fantastic, niversal-International production starring Jeff Morrow, Rex Reason eigh Snowden will be a delicacy. While some may think it does atch the terrors of "Frankenstein," it does come up to par with us "creature" films that met with box office success.

e, the creature is a strange half-man, half-fish whose habitat is lorida waters. Morrow, a successful and wealthy surgeon, hopes ieve greater fame by capturing the creature. He finances an ex- on to Florida on a luxurious yacht, the party consisting of his wife, Snowden; Reason, a geneticist; Maurice Manson, an x-ray and onics expert; James Rawley, a biochemist, and Gregg Palmer, a .

th such an attractive woman aboard, it becomes obvious that a gle will develop—and it does.

turally, the story taxes the credulity of the viewer, but that's un- rtant as long as the entertainment factors are there. And they ere in full measure. Exciting highlights are centered on the cap- of the creature, the efforts to subdue him, the operation that is rmed in an attempt to make him a human being and his ultimate e with tragic results. Add these episodes to some interesting rwater photography and you have an off-beat picture with good ffice potentials. Also, it has been found in the past that pictures "monsters" and "creatures" lend themselves to sensational types llyhoo.

iss Snowden supplies the heart interest. As Morrow's wife, she is g marital difficulties and, on board the yacht, reveals her troubles eason, at the same time warding off the advances of Palmer. In course of events, Palmer is murdered by Morrow and, finally, the ure liquidates Morrow, leaving Miss Snowden and Reason to find w life.

illiam Alland produced and John Sherwood directed from a screen- by Arthur Ross.

unning time, 78 minutes. Adult classification. For April release.

JACK EDEN

ey Who Dare

ociated Artists

RAMATIC ACCOUNT of an episode during the last global conflict is in this Associated Artists production in Technicolor that has com- nt technical direction, production and acting. Popular Dirk Bogarde, Akim Tamiroff share top honors with Denholm Elliott in this thriller evidences considerably better than average showmanship, box-office e.

echnical honors go to Lewis Milestone, director, and Aubrey Baring Maxwell Setton who guided the production reins. Technicolor is generous display, particularly in attractive scenes of the Mediter- ean.

tory-wise, Bogarde, Elliott and Tamiroff are members of a nine-man ty bent on a special mission, that of the destruction of two airfields the German-held island of Rhodes. After a submarine voyage from Middle East, they take up their island mission that is dramatically d. Bogarde and Elliott are the only survivors of the group that is ctically wiped out by German raids. A great deal of suspense flows the vivid account of the espionage mission.

Robert Westerby's screenplay describes the undercover mission in a t manner.

Running time, 101 minutes. General classification.

Emergency Hospital

Bel-Air—United Artists

IF THE TITLE "It Happened One Night" hadn't been snared previously, it might have been the perfect tag, too, for this Bel-Air production, inasmuch as the entire action takes place on a single night shift in the emergency ward of a city hospital. It's a dusk-to-dawn saga of what goes on in those rooms—drama, comedy and tragedy. And it's all in the night's work for those who must look after the unfortunates who, through some misfortune, find their way into those gruesome, but merciful, halls.

Top-billed are Margaret Lindsay, Walter Reed, Byron Palmer, Rita Johnson, and John Archer and each gives a convincing performance. Director Lee Sholem, executive producer Aubrey Schenck and producer Howard Koch have combined their efforts to keep the action moving fluidly from beginning to end.

Miss Lindsay is cast as a doctor who looks upon her nightly chore in the emergency ward as an honorable challenge. On this particular night she is faced with a variety of emergencies—an attempted suicide, a juvenile delinquent injured in the process of robbing his own father's store, a stabbing victim, an attempted rape case, several car accidents and a race with the stork. Always around is Reed, a police sergeant assigned to the hospital for possible criminal investigation, and he's kept very busy.

Romance is injected via Palmer, a sports car enthusiast, whose pleas for Miss Lindsay to marry him go unheeded until, of course, the fadeout. She is not in sympathy with Palmer's addiction to souped-up foreign cars.

Don Martin's screenplay has been transferred to the screen in an excellent manner. The audience gets a vivid and realistic picture of what transpires behind the bleak walls of a hospital at night. Produced in black and white, the picture was shot for an aspect ratio of 1.85 to 1.

Running time, 82 minutes. General classification. Release date not set.

J. E.

Invasion of the Body Snatchers

Allied Artists

SCIENCE FICTION EMERGES as a fine attraction in this Allied Artists melodrama that bears the stamp of originality of producer Walter Wanger. Both he and director Don Siegal make much of mystery, suspense and superb timing to keep audience interest on a high level from its beginning to its exciting conclusion. Through technical innovations they have removed the film from the basic fantastic fiction class into one that most theatre patrons will brand as "believable."

Kevin McCarthy, as a young doctor, is the hero of the Daniel Mainwaring screenplay based on a "Collier's Magazine serial by Jack Finney. The fantastic is introduced when McCarthy, away from medicinal practice for quite some time, returns to his small town adjoining Los Angeles to find that an unknown plant organism (maybe from space) has invaded the community. Producer Wanger technicallly makes the plant appear credible on the screen. The fantastic is highlighted when the plant assumes control of the town and substitutes its own kind (reproduced by means of giant pods that take on the likeness of existing people) for the human population. McCarthy combats the "thing" and finally succeeds in overpowering it as the melodrama comes to a forceful end.

Cast in supporting roles are Larry Gates, King Donovan and Carolyn Jones. Dana Wynter is given co-star billing.

Running time, 80 minutes. General classification.

Todd's 'World' To Bow Sept. 6

From THE DAILY Bureau

HOLLYWOOD, March 19.—Michael Todd's Production of "Around the World in 80 Days," which has been filmed in the Tood-AO process, will have its New York premiere on Sept. 6, the producer declared here today.

Todd said that he currently was negotiating for a Broadway theatre other than the Rivoli Theatre, which is presenting "Oklahoma," the first Todd-AO film. He said that the Broadway house which he acquires will be converted to his Todd-AO system.

Shipping

(*Continued from page* 1)

appears certain that the plan will be picked up in all others.

National Film Service now does the shipping and inspection for all of the United Artists branches, Paramount's exchanges in Albany, Denver and Atlanta; Warner Brothers' Denver branch and eight RKO exchanges. NFS services Walt Disney's Buena Vista organization not only in the shipping and handling of prints but also the billing and collections. The company also handles the shipping for the companies which have offices in Jacksonville, Fla., and Butte, Mont.

May Leave New Haven

In those cities where distributors' leases on their exchange sites are expiring, indications are that the shipping facilities will be turned over to National Film. The chances are that with the New Haven Film Row being razed because of a highway project, all the companies may pull out of the city and turn the shipping over to NFS.

Last week RKO's Omaha front office operations were suspended and transferred to the Des Moines office. Branch manager Norman Nielsen, however, continues to operate out of the Davenport St. address.

'U' Employes Offered New Insurance Plan

Universal Pictures has announced an increase of approximately 33⅓ per cent in the amount of life insurance available under the plan effective April 1, enabling employees to subscribe to life insurance in the amount of approximately twice their annual salaries instead of 1½ times as heretofore.

With the cost being shared by the company and the employees in the same ratio as at present, Milton R. Rackmil, president of Universal, said that the change is in line with the continuous and progressive growth of the company's insurance program as developed and operated under the direction of Benjamin Lorber, head of the organization's insurance department.

Toll TV Seminar at IRE

(*Continued from page* 1)

last day of the IRE meeting, by Alexander Ellett and Robert Adler of Zenith Radio Corp.

Yesterday's technical sessions were by Dr. Alfred N. Goldsmith, consulting engineer to Radio Corp. of America, who discussed the intricacies of Medical Electronics. Color television and the magnetic recording of motion pictures in color were also discussed at symposiums.

Plan 55 Sessions

In all, 55 technical sessions will be held throughout the four-day IRE convention which will be highlighted by discussions on color television. Exhibitors presenting equipment displays in the 715 booths at the Kingsbridge Armory and the Kingsbridge Palace account for approximately 80 per cent of the entire production output in the electronics industry at the present time.

Awards Presentation Tomorrow

The five annual IRE awards will be presented at that organization's dinner tomorrow evening. John V. L. Hogan will be presented with the IRE's Medal of Honor, The Morris Liebman Memorial Award will be presented to Kenneth Bullington. The Browder J. Thompson Memorial Prize will be presented to Jack E. Bridges. The Harry Diamong Memorial Award will be presented to Wilbur S. Hinman, Jr., and the Vladmir K. Zworykin Television Prize will be awarded to Frank J. Bingley.

Farm Bill

(*Continued from page* 1)

vitally interested in the Farm Bill. The subcommittee hearings have been postponed once before so that Humphrey could devote himself to the Farm Bill, and subcommittee officials had set the hearings back to this Wednesday to be sure that the Farm Bill was out of the way.

But debate and voting on the Senate floor have dragged on longer than expected, and unless the Senate puts on a burst of speed and finishes the Farm Bill tomorrow, another brief postponement in the small business hearings may be needed.

Seeks to Invalidate Md. Censor Laws

Special to THE DAILY

BALTIMORE, March 19.—Briefs will be filed tomorrow in City Court seeking to invalidate the censorship laws of Maryland. Felix Bilgrey, New York attorney representing Times Film Corp., said the action had been initiated before City Court Judge Byrnes who upset a censorship imposed by the Maryland board on "Naked Amazon," a Times Film release.

An adventure film shot in color on location in Brazil, the production is reported to have been shown in over 1,000 theatres, most of them circuit operated. The Maryland board imposed the ban citing the display of near-nude Amazon natives in the film.

Bilgrey cited the First and 14th Amendments to the Constitution in his briefs scheduled for court release tomorrow. In similar court battles over censorship in Boston and Chicago on "The Game of Love," also a Times Film release, Bilgrey succeeded in reversing negative decisions.

Wilcox Seeks Film Deal

British producer Herbert Wilcox has arrived in New York from London for conferences with a number of American film men concerning a co-production deal, it was reported yesterday.

Republic Abroad

(*Continued from page* 1)

America on the second leg of a world tour which will take him on to New York, London and the Near and Middle East, based his anticipation on discussions with exhibitors and branch managers throughout European and Latin-American areas during recent weeks.

Armour is accompanied by Gerald Fernback, Republic advertising-publicity director in London.

Md. Allied Elects; Nolte President

BALTIMORE, March 19.—The Allied Motion Picture Theatre Owners of Maryland, Inc., at its annual election of officers and directors, placed the following into office:

C. Elmer Nolte, Jr., president; Jack L. Whittle, vice-president, and Meyer Leventhal, treasurer.

The new board of directors consists of Leon B. Back, Jack Levin, Stanley J. Baker, J. Robert Gruver, Wilbur M. Brizendine, Benjamin Beck, Russell Hildebrand, Don M. DeLauney, Sol Goodman and Walter Gettinger.

All are of Baltimore with exception of DeLauney who resides in Westminster and Gruver who is from Glenburnie.

Industry to Salute Conn.'s Cornish

HARTFORD, March 19.—A film industry salute is planned for Samuel P. Cornish, who has sold his interest in the deluxe Niantic Theatre, Niantic, Conn., to his former associates, Socrates Deligeorges and Alphonse Dubreuil, for an undisclosed sum.

Film salesmen and others doing business with Cornish at the Niantic Theatre for the past six years will honor him at a dinner on Thursday night at the Morton House, Niantic.

Now 72 years old, Cornish has been in the industry for the past 45 years. He plans a leisurely trip westward with his wife, prior to announcing future plans.

Down from 6 to 2 Changes Weekly

RONCEVERTE, W. Va., Marc That the complained about p shortage is not always serious to theatre operations is attested James G. Shanklin, operator Grand Theatre here.

Crediting top pictures with effective draws, Shanklin said h atre once made six changes w and now has two. "And it's still ing its own," he said.

'Space' Sho

(*Continued from page* 1)

search and space experimentat the U. S. Air Force was host Spyros P. Skouras, president o Century-Fox, who arrived from York in late afternoon with fil ecutives Charles Einfeld, vice dent; W. C. Gehring, vice-pres C. Glenn Norris, Eastern sales ager, and Martin Moskowitz, A division sales manager.

Co-hosting the event, follow a special reception in the granc room of the Willard Hotel, w Air Force Association, which wa resented by a large, disting roster of military leaders. Des heavy snowfall, the preview att thousands who lined the around the theatre to view pr ings.

Conducted by General Ke

Guests, numbering close to were serenaded by the U. Force Symphony Orchestra und direction of Capt. John Yes Following the musical interlude stage ceremonies were conduct Major General Joe W. Kelly, l tive liaison officer, Secretary Air Force, who introduced t audience a special project team the Air Research and Develo Command. The team include Arthur M. Henderson, Capt. E G. Sperry and Lt. Henry Niels

General Kelly also expresse preciation to Skouras and 20th tury-Fox for the authentic docur tion of air research as present the film. The picture has re official Air Force approval.

Janus Films Form By 'Art' Exhibitor

Bryant Haliday, Miles Morga Cyrus Harvey, Jr. have complet formation of Janus Films, Inc., organization for the distributi foreign films. Haliday and H presently are operating the 55 Playhouse here and the Brattle tre, another 'art house' in Camb Mass.

As its initial acquisition, Films has obtained the distri rights in this country to "The Sheik," the first directing eff the Italian director and writer, erico Fellini.

ox-Office Hit Hard by Blizzard

Continued from page 1)

close to their firesides. The on the box-office, at least to in the suburban and country was "murder," according to Reade, Jr., head of the circuit his name. Most of the Reade houses are located in Southern ersey.

t. Patrick's Day Helped

respite on Saturday was re- in box-office figures. On Broad- he annual St. Patrick's Day enlivened matinee business hat. In neighborhoods and out- situations Saturday business pretty good, especially when red to Friday night and Sun- ght. Loew's Theatres and RKO es were among those circuits

ig New York's Main Stem, City Music Hall reported busi- bout 20 percent off for the nd, while other Broadway reported the knock at the box- at a higher percentage.

de announced the shuttering of of his Jersey drive-ins because storm, Woodbridge, Eatontown awrence. Richard Brandt, of t Theatres, estimated the week- usiness loss at from 40 to 60 it compared to the previous nd, adding that the country were the hardest hit. He said Bandt theatres closed over the nd. He reported no matinee fice boost yesterday.

Most Schools Shut

anwhile, the city's Board of ition announced that school will tional for children today, also. suburban schools announced to remain closed.

spokesman for Brecher Theatres that neighborhood situations "the healthiest of all," although too suffered. An official of the oro Circuit, which operates 25 theatres in Long Island and Queens, said business at the weekend was off from 50 to 70 percent.

Theatres in the New York Metropolitan area were not faced with delayed or cancelled film shipments yesterday because the film carriers make their deliveries on weekends and do not operate on Mondays. Therefore, theatres in this area have their shows at least through Tuesday.

Here are reports from the field, as gathered by MOTION PICTURE DAILY correspondents.

D. C. Business Not Hit As Hard As Was Expected

WASHINGTON.—The storm hurt Washington theatre business some, though generally not as much as had been expected.

Most theatres said Saturday business held up, and that the damage wasn't felt until Sunday. Even then, Downtown theatres said business was off only about 10 per cent to 20 per cent, much less than expected, and neighborhood theatres near public transportation said business held up well. Neighborhood theatres far from public transportation said they were hard hit.

Film exchanges said some prints were coming in late, but that so far these had been ones not immediately needed and so no major trouble has been experienced.

Baltimore Hard Hit, Especially First Runs

BALTIMORE. — Film deliveries were unaffected by the storm since its intensity reached here Sunday morning. However, the blizzard-like snowfall ruined business at Downtown first-runs. Jack Fruchtman, head of Century and New, reports one of the heaviest week-end slumps on record. Neighborhoods suffered severely too, it was said.

Boston Neighborhoods and Exchanges Closed by Storm

BOSTON, Mass.—The worst blizzard since 1938 hit the heart of New England on Friday noon forcing many neighborhood theatres to close their doors before the evening shows. When the storm cleared on Saturday, householders were busy digging themselves out of the drifts, buses and other transportation were not running on schedule and business suffered substantially. But on Sunday the sun appeared and business stepped up to the point in many houses where it was ahead of the previous Sunday. On Monday morning a second storm arrived, lighter in force, but severe enough to toss theatre grosses into the cellar again. All the exchanges closed at noon. The larger drive-ins centered around Boston took newspaper announcements that the re-opening date would be as soon as they could shovel themselves out. Film Exchange Transfer Co., largest of the film delivery services, reported that every theatre was properly serviced with prints during both storms.

Storm Closes Drive-ins In Fall River Area

FALL RIVER, Mass.—Drive-ins in Seekonk, Somerset, Westport, and Dartmouth have closed for at least a week due to the storm. Conventional houses are all open, except the Carl Zeitz Academy. Weekend business was reported fair, although a very poor box-office was in the offing for downtown theatres yesterday. All public transportation facilities are suffering delays, although no trouble on film shipments has arisen as yet.

Pittsburgh Attendance Off Up to 60%; Downtown Hit

PITTSBURGH, Pa.—The sudden storm Friday which covered Western Pennsylvania with nine to 15 inches of snow did not halt any film deliveries, but cut business in the Downtown houses from 50 to 60 per cent and from 35 to 40 per cent in the neighborhoods.

Business bounced right back Saturday and Sunday when the storm subsided. Henry Burger, city district manager of Stanley Warner Corp. said "Rose Tattoo" at Stanley was off 50 per cent in Stanley De Luxer on Friday, but "business was better than we expected" in district houses.

John McGreevy, Harris Enterprises booker, said "Picnic" was off 60 per cent in the Downtown J. P. Harris, but neighborhood houses were off only 25 per cent. Worst hit was the Penn which opened Friday with "Meet Me in Las Vegas."

New Haven Weekend Grosses Suffered Severe Blow

NEW HAVEN, Conn.—The heavist blizzard since 1947 sweeping into the East Central states over the weekend knocked theatre attendance and theatre operations for a loop. No material damage was reported in the New Haven area. The principal problem was the help shortage in all offices and theatres. Film exchanges and distributors have the situation well in hand locally but were wary of trucking out-of-state.

Saturday and Sunday Okay In Albany: Cancel Drive-in Bow

ALBANY, N. Y.—Friday's snow, ranging to 18 inches, blitzed business that day. Saturday's patronage was good and Sunday's better — where "draw" pictures were headlined. Yesterday's light snow, growing heavier in the afternoon, hit theatre business. The storm cancelled the scheduled reopening of the Riverside Drive-in, Rotterdam.

No particular prints trouble apparently developed.

"The Kettles in the Ozarks," which suffered at Friday premieres in Schine Amsterdam and Watertown houses, produced solidly there and in three additional Schine towns, Saturday and Sunday.

---

rm: Tough Beat Newsreel Men

snowstorm hampered newsreel rage to the extent that some ramen were marooned and un- to reach their offices with the At Warner-Pathe, only a half was available yesterday for opolitan work, the remaining ramen unable to leave the sub- for storm assignments. In many , news editors manned cameras left on assignments normally cov- by veteran staffers.

owever, Movietonews reported a staff was coping with the storm rage and that most of the im- ant scenes were covered in time laboratory work and screenings yesterday morning. A news edi- there said the Metropolitan area Long Island were fully covered ng the night, all film having been rned to the labs by 4 A.M. yes- ay.

Add to Storm Grief, SW New Haven Fire

Special to THE DAILY

NEW HAVEN, Conn., March 19. — Adding to the storm grief, Stanley Warner's Connecticut headquarters on New Haven's College Avenue suffered a $25,000 damage fire on Saturday. One employe was slightly burned on the hands. Fire was believed to have started in a mimeograph machine.

Providence

(*Continued from page* 1)

Defense units, have been called out here as well as in Boston, Newton, and Fitchburg, Mass., and in other surrounding cities and towns.

No physical damage was reported by theatres here as yet, although some suburban houses and drive-ins located near rivers and canals are being menaced by rapidly rising waters.

Servicemen Stranded

Theatres remaining open here are doing so to shelter many servicemen who were stranded and unable to reach their bases and military installations. Al Siner, manager of the Providence Strand Theatre, said that he "was entertaining" 30 sailors who were unable to secure transportation to Newport and Quonset. The Majestic, Albee and Loew's Theatres also are accommodating large numbers of stranded servicemen. The film houses are expected to shut down when transportation arrangements are made for the servicemen.

Doris Day to 'Pajama'

HOLLYWOOD, March 19.—Doris Day will be the feminine star in the screen production of "Pajama Game," to be released by Warner Brothers, it has been announced here by Jack L. Warner, vice-president and executive producer. The picture will be produced by George Abbott, in association with Frederick Brisson. Robert E. Griffith and Harold S. Prince, and is slated for filming in the fall.

Paradox: Montreal Has Sunny Skies

Special to THE DAILY

MONTREAL, March 19. — Weather conditions in Montreal and the district were nothing short of perfect at the weekend for this time of the year, and, contrary to the experiences of New York and other Northeastern U.S.A. theatres, attendance here was slightly about average.

Sunny skies and moderate temperatures brought more people to the city's first-run theatre district, especially on Sunday when crowds lined up to watch the St. Patrick's Day parade. Theatre managers generally felt that more people than usual were in the neighborhood and this reflected slightly higher patronage.

REVIEW:

House of Ricordi

Manson Distributing Co.

MUCH OF the gaiety and pomp of the early 19th century is recreated successfully in this Franco-Italian coproduction in color by Technicolor which features inspirational music of operatic composers. It was filmed both in Hollywood and in France.

Based on the history of the Ricordi family, which is linked with the great composers of last century's "golden age of Italian opera," the film abounds in the music of Rossini, Verdi, Donizetti, Bellini and Puccini. For opera patrons, the music should be a great attraction. However, the use of English titles also makes it appealing to general audiences.

Produced by Documento Films of Rome and Cormoran Films of Paris and released by the Manson Distributing Co., the story concerns the birth of the Ricordi publishing house and how it assisted the operatic composers in selling their works. Scenes from "La Boheme," "Othello," "The Masked Ball," "The Puritans," "Elisir D'Amore" and "The Barber of Seville" are recreated with unusual exactness.

Cast in the leading roles are Marta Toren, Paola Stoppa, Gabriele Ferzetti and Micheline Prelle, while the opera music features the voices of Renata Tebaldi, Mario Del Monaco, Giulio Neri and Tito Gobbi.

Running time, 117 minutes. General audience classification. For immediate release.

J. E.

Circuit Executives May Participate

Expect Early Meeting of MPAA's Ad Council on Revision of Code

Members of the Advertising Advisory Council of the Motion Picture Association of America may meet within the near future to confer on suggestions as to a possible revision in the Advertising Code, it is reported.

The council's membership currently is conferring with its individual companies' advertising staffs seeking suggestions as to the need for a revision in the Code, it was said, due to the appointment of a four-man MPAA standing "watchdog" committee which will shortly launch a study of the industry's self-regulation practices.

According to one Advertising Advisory Council member, the advertising and publicity directors at the major theatre circuits around the nation should also be asked for comment and suggestions on the Code. He said that he will bring this up at the forthcoming meeting.

The Advertising Code was last revised in 1947 by a committee headed by Charles Schlaifer, then national director of advertising, publicity and exploitation for 20th Century-Fox. In 1950, the council amended the Advertising Code, which applies to pressbooks, newspaper, magazine and trade paper advertising, publicity material, posters, lobby displays and all other outdoor displays, novelty distribution, radio copy and every form of motion picture exploitation.

Film Cash Dividends $1,451,000 in Jan.

WASHINGTON, March 19.—Publicly reported cash dividends of motion picture companies totaled $1,451,000 in January, compared with a January, 1955, revised total of $921,000, the Commerce Department reported.

Officials said the increase was due mainly to the fact that Columbia Pictures paid a dividend of almost $300,000 this January, compared with no January payment last year, while RKO Theatres paid a dividend almost $100,000 higher than last year.

REVIEW:

Last of the Despera

Associated Film Releasing

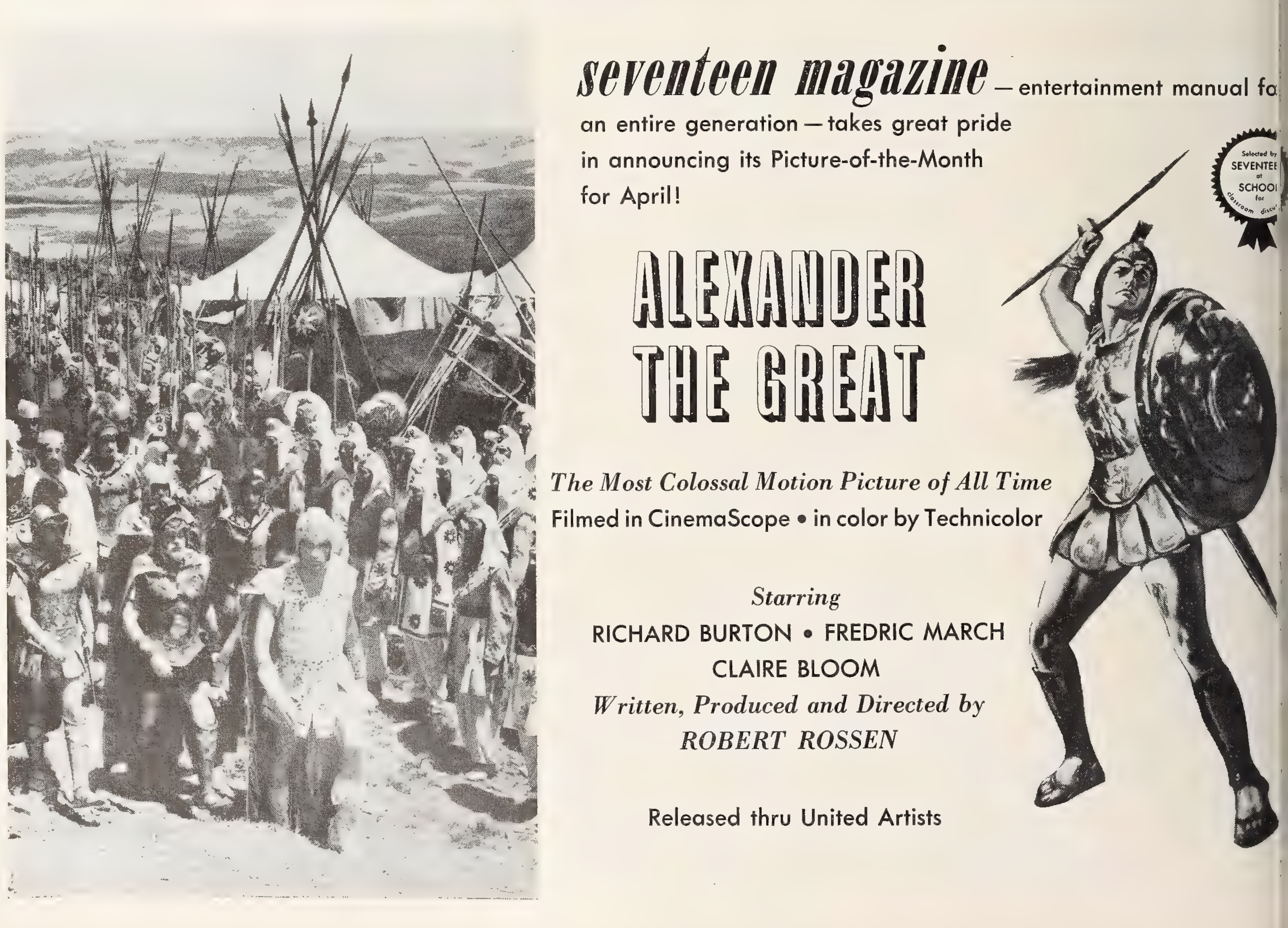
A VIVID RECREATION of Billy the
saga in the days of the old Sou
emerges in this melodrama tha
James Craig, Jim Davis, Barton
Lane, Bob Steele and Stanley
ents in the leading roles.

The screenplay by Orville
ton, based on his own story, is
with a fair amount of suspens
gun-play by producer Sigmund
feld and director Sam Newfiel
achieved much with the appa
moderate budget.

Craig represents law and or
the sheriff who sinks to the bot
national esteem after having
credited with the shooting of Bi
Kid in the line of duty. Actio
dates suspense through most
film that finds Craig the tar
considerable gun-play. Craig's
thinking and shooting abilit
highlighted when he comes fa
face with each member of Bil
Kid's old gang, disposing of e
dramatic sequences.

MacLane and Steele are cast
revengeful leaders who are th
to fall before Craig's firearms.

The romantic element, played
to some extent, is supplied by
Dean, Dona Martel and Myrna
Running time, 70 minutes. G
audience classification.


Selected by SEVENTEEN at SCHOOL for classroom discu

seventeen magazine — entertainment manual fo
an entire generation — takes great pride
in announcing its Picture-of-the-Month
for April!

ALEXANDER THE GREAT

The Most Colossal Motion Picture of All Time
Filmed in CinemaScope • in color by Technicolor

Starring
RICHARD BURTON • FREDRIC MARCH
CLAIRE BLOOM
Written, Produced and Directed by
ROBERT ROSSEN

Released thru United Artists

All
e News
That
News

MOTION PICTURE DAILY

Concise
and
to the
Point

79. NO. 55 NEW YORK, U. S. A., WEDNESDAY, MARCH 21, 1956 TEN CENTS

k of Time

ans of TOA r Exposition Be Dropped

nomics Also a Factor Abandoning Project

By MURRAY HOROWITZ

e virtual abandonment of plans ld a large-scale public industry ition in New York, in conjunc- with the Theatre Owners of ica convention and trade show, learned here yesterday.

asons given were the lack of and the economics of the situa- for the failure to get the "ambi- plans" off the ground. Coopera- of the film companies, both in cing and in supplying needed rial, was sought.

wever, an official who has been

(Continued on page 10)

.Y. Film Fee ill Passed

Special to THE DAILY

LBANY, N. Y., March 20.—The ate, by a vote of 37 to 15 and r a short, sharp debate this after- n, passed the Noonan film fee asing bill.

rguing for the bill, which pro- s that the rate charged by the e Education Department's motion ure division be increased from to $4 a thousand feet for original

(Continued on page 8)

urt Backs Union Refusing Okay Project 'Salt'

From THE DAILY Bureau

HICAGO, March 20.—The $316,- damage suit filed by Independent ductions Corp., New York, against Chicago Moving Picture Machine erator's Union, Local 110, for re- ing to show "Salt of the Earth" has n tossed out of federal court.

udge Joseph Samuel Perry said he d no alternative because the dis-

(Continued on page 11)

As a Result of Subcommittee's Study

Senate Delinquency Group's Report Suggests Film Improvement Idea

From THE DAILY Bureau

WASHINGTON, March 20.—Sen. Kefauver (D., Tenn.) said a forthcoming report of his Senate Juvenile Delinquency Subcommittee would "set forth certain recommendations that will materially improve motion pictures and provide leadership in furnishing good entertainment that does not have the harmful effect of leading children into crime."

Kefauver noted that the subcommittee had made an extensive study of the effects of films on teen-agers, and of the implementation of the production and advertising codes. He said that the subcommittee had felt that the advertising code especially had been "administered far too laxly in the last few years. The predominance of crime, horror and violence and sex portrayed in film advertisements not only transgresses upon good taste but also constitutes a genuinely harmful influence on young people."

In what presumably is a preview of the forthcoming motion picture report, Kefauver told the Senate that, "both the motion picture producers and the advertisers have finely

(Continued on page 4)

Teleradio Acquires Record Co. Interest

RKO Teleradio Pictures has acquired an interest in Unique Records, it was announced here yesterday by Thomas F. O'Neil, RKO Teleradio president, who stated that this affiliation represents the first step toward actively entering the recording and music publishing field.

Unique Records will continue to operate with its present staff, but will expand into the package field, which will include, in addition to popular music, a complete and balanced line of classical, folk, country and children's music, O'Neil said.

He further stated, "By extending

(Continued on page 10)

To Present Academy Awards This Evening

The 28th annual awards ceremony of the Academy of Motion Picture Arts and Sciences will take place this evening at the RKO Pantages Theatres in Hollywood and the Century Theatre in New York.

The ceremonies will be broadcast and telecast over the NBC television and radio network facilities, 10:30 to 12:15 a.m., EST.

Many nominees for top honors will attend the "Oscar" presentation ceremonies at the NBC Century Theatre here. They are George K. Arthur,

(Continued on page 10)

Hold Press Preview Of 'Bees' at Para.

A special trade and press preview of Paramount's "The Birds and the Bees" was held here last night at the Paramount Theatre. Similar "first-day-of-spring" previews were held in specially-selected theatres in each of the other branch cities.

Home office executives attending the New York preview were headed by Barney Balaban, Paramount president, and Adolph Zukor, board chairman.

Loew's Bid for Texas Drive-in Is Approved In Federal Court Here; No Opposition

Federal Judge Gregory Noonan in New York Federal Court yesterday approved the application of Loew's, Inc., to acquire and operate a drive-in theatre in Sharpstown, Harris County, Texas.

There was no opposition to the application as there had been on previous bids by divorced circuits and there was no hearing on Loew's request. The application was made in the name of Loew's Theatre and Realty Co.

Construction has not yet started on the drive-in, which will be designed to accommodate 1,250 cars, but may be increased to take 2,000 cars at a later date. Sharpstown is a suburb of Houston.

Before SSBC

SCTOA Urges Industry Trade Practice Unit

Offers 5-Point Program On Rules of Competition

By WILLIAM R. WEAVER

HOLLYWOOD, March 20.—The creation of a fair trade practices commission authorized and empowered to evolve and adopt rules of fair competition and, after proper hearings, be permitted to enforce such rules was recommended today to the Senate Select Committee on Small Business by the Southern California Theatre Owners Association.

The recommendations were contained in a letter sent by SCTOA board chairman Harry C. Arthur, Jr., to Sen. Hubert H. Humphrey (D., Minn.), and to committee members. Arthur specified that the SCTOA

(Continued on page 11)

SSB to Hear Allied Today

From THE DAILY Bureau

WASHINGTON, March 20.—The Senate Small Business Subcommittee studying industry trade practices hopes to hear all the witnesses of Allied States Association at tomorrow's session, subcommittee officials said.

That would leave the spokesmen for the Theatre Owners of America,

(Continued on page 11)

B.O. Perks Up in Snow-blitzed East With School Out

Business at many theatres in the East perked up yesterday as the snow-blitzed area stretching from West Virginia to New England, began to thaw itself out on the first day of spring.

In the wake of the worst snowstorm in seven years, Eastern drive-in operators yesterday began digging their

(Continued on page 8)

PERSONAL MENTION

MILTON R. RACKMIL, Universal Pictures Co. president, will leave here today for the Coast.

•

Spyros P. Skouras, president of 20th Century-Fox; Charles Einfeld and W. C. Gehring, vice-presidents, and sales executives Alex Harrison, C. Glenn Norris and Martin Moskowitz have returned to New York from Washington.

•

Seymour Schussel, I.F.E. Releasing Corp. Eastern division sales manager, will return to New York on Friday from Boston.

•

Irving S. Manheimer, president of Macfadden Publications, Inc., will leave New York today for Kansas City, Indianapolis and Chicago.

•

Foster M. Blake, Universal Pictures Western sales manager, will leave New York for Kansas City, Indianapolis and Chicago.

•

Charles J. Feldman, vice-president and general sales manager of Universal Pictures, is in California from here.

•

Robert S. Wolff, RKO Radio managing director for the United Kingdom, will return here today from the Coast.

•

Jerry Sager, advertising and publicity director for the Criterion Theatre here and the B. S. Moss circuit, is leaving today for Florida.

Nathan Hirsh Dies; Industry Pioneer

Funeral services will be held here tomorrow at the Riverside Memorial Chapel for Nathan Hirsh, 83, a pioneer exhibitor, who died Monday after a brief illness.

A member of the Motion Picture Pioneers, Hirsh entered the industry in 1905 when he opened a small theatre on 125th St. in New York, then called the Eldorado. When he retired from the exhibition field in 1916, his theatres numbered about 40. His following ventures were in the theatre supply business and from that he graduated into distribution and later into production. He claimed to have been first exhibitor to put his own Westerns before the cameras and he often said he beat the advent of "talkies" by some 18 years.

Later he entered the distribution field and turned the business over to his son, Melvin. He also leaves his wife, and a daughter, Sylvia.

Involves NBC, CBS and FCC

House Subcommittee Starts Network Domination Probe

From THE DAILY Bureau

WASHINGTON, March 20.–Officials of RCA, NBC and CBS supplied a House Small Business subcommittee with thousands of pages of correspondence and other documents today, and promised to supply any additional information the subcommittee wanted.

The subcommittee started an investigation of charges that NBC and CBS dominate the policies of the Federal Communications Commission. Last Thursday, NBC, CBS, and RCA were served with subpoenas to produce any correspondence or other communications since Jan. 1, 1953, dealing with matters pending or coming before the FCC or the hiring or firing of FCC personnel.

Vannon Submits 10,000 Pages

John Q. Vannon, secretary of RCA and NBC, today produced some 10 filing cases and other containers, containing an estimated 10,000 to 12,000 pages. He suggested the subcommittee staff look through this and let him know what else it wanted. Subcommittee chairman Evins (D., Tenn.) said he felt the companies had made a "fair effort to comply."

Subcommittee counsel, Everette MacIntyre, asked specifically whether Cannon had checked any correspondence between RCA and NBC and any of four government officials–Undersecretary of Commerce, Walter Williams and three FCC named employes. Cannon said he hadn't, but would.

Rep. McCulloch (R., O.) said he hoped the hearings would not become a "partisan political fishing expedition." He said he felt the subpoenas and another letter seeking information from FCC would "take countless man-hours unnecessarily."

CBS secretary, Julius F. Brauner, supplied two file cases and two folders of documents and said he thought this represented complete compliance with the subpoena. In answer to MacIntyre, he said he had not specifically checked for correspondence with the four named officials, would try to check, but didn't know how much success he'd have since CBS files aren't set up on the basis of the name of the correspondent. Evins said, CBS, too, "seems to have shown good faith" in complying with the subpoena.

FCC officials are slated to testify tomorrow.

VC Tent 35 Honors N.Y.C. Film Critics

The New York Film Critics were guests of honor at a luncheon meeting of Variety Club Tent No. 35 which was held at Toots Shor's Restaurant here. Chief Barker Harold J. Klein and luncheon chairman Larry Morris presided at the membership meeting which was attended by some 160 industry figures.

Seated on the dais were Vera Miles, who stars in "The Searchers," Klein, Morris, Jerry Sager, publicity chairman; Al Gordon, executive director of the Tent's Foundation to Combat Epilepsy; Frank Quinn and Justin Gilbert of the "Daily Mirror"; Joe Pihodna and Paul Beckley of the "Herald Tribune"; Alton Cook of the "World Telegram & Sun"; Leo Miskin of the "Morning Telegraph," and Jesse Zunser of "Cue Magazine."

Senate Confirms Barnes

WASHINGTON, March 20. – The Senate unanimously confirmed the nomination of anti-trust chief Stanley N. Barnes to be a judge of the Ninth Circuit Court of Appeals. No successor has yet been appointed.

D.C. Tax Boost Bill Omits Admissions

WASHINGTON, March 20. – The House passed and sent to the Senate a District of Columbia tax increase bill that omitted the admissions and film rental taxes originally proposed by District commissioners.

The commissioners had proposed a package tax bill that included new 2 per cent levies on admissions and rentals. After an industry fight, a special House-Senate subcommittee eliminated those provisions, and the House today ratified the decision of the subcommittee.

The Senate also is expected to approve the elimination of the admissions and rental taxes.

SPG In Contract Talks

Contract talks between negotiators of the Screen Publicists Guild (District 65) and representatives of Columbia, Warner Brothers, Universal and 20th Century-Fox yesterday afternoon "proved unproductive," according to an SPG spokesman. Further discussions for a new pact for the publicists will take place next Wednesday.

. . . NEW ROUNDU

Women's Clubs Pick Wi

Nebraska Federation of W
Clubs, Inc., Omaha, has select
Man Called Peter" as the 195
ture that best depicts modern
ica and "The Court Martial o
Mitchell" as the one that best
historical America.

■

Salesmen's Club Elects

The Salesmen's Club of Cle
has elected the following new o
President, Aaron Wayne, Unite
ist salesman; vice-president,
Rosenthal, United Artists
manager; treasurer, Sam L
20th-Fox; secretary, Bill Gros
lumbia, and assistant sec
Leonard Steffens, also Col
Board of directors is compos
Jack Lewis (RKO), Sol
(A.A.), Martin Grassgreen (
bia), Effie Cutler (A.A.), Rud
ton (U.A.), Irwin Pollard, h
Imperial Pictures and Jim
(U.I.). Initiation will be held
9 in the 20th-Fox screening roo

■

'Alexander' Props at Ca

A display of costumes and
used in the filming of "Alexand
Great" is currently on view
inner lobby of the Capitol T
here, which will be the scene
March 28 premiere. Featured
exhibit are costumes, drinking
and regal garments of the per
Alexander.

■

Browning on 'Scout'

United Artists Corp. has e
the services of Harry Brownin
tion picture director of Gabriel
Inc., advertising agency, to
the world premiere of "Quinc
Frontier Scout," starring Tony
and Peggie Castle. The eve
be held on April 6 at the
Theatre, Mayfield, Ky.

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CINEMASCOPE
▶ Three Channel interlock projection
▶ 16, 17½ & 35 mm tape interlock
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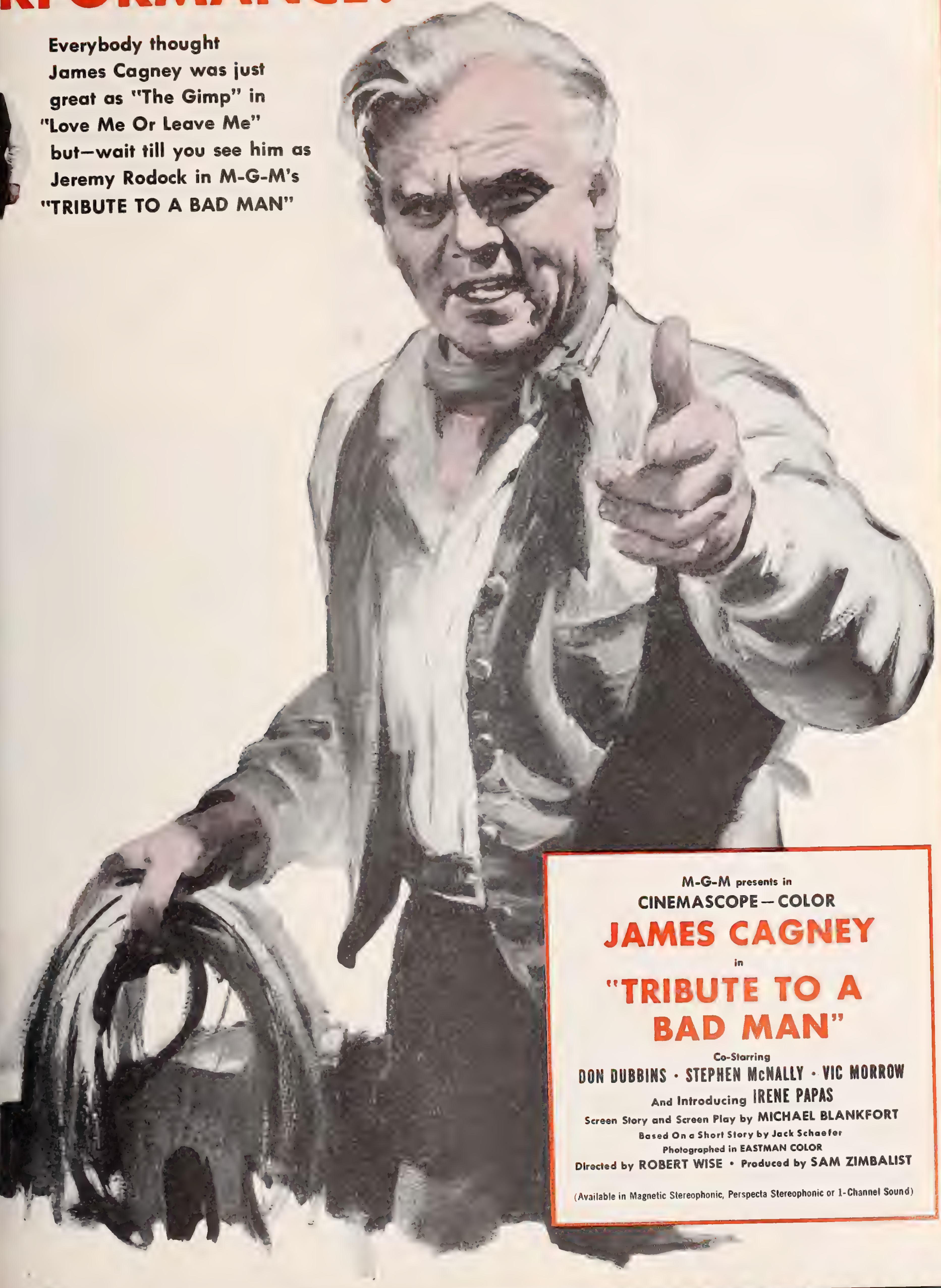
ERFORMANCE!

Everybody thought James Cagney was just great as "The Gimp" in "Love Me Or Leave Me" but—wait till you see him as Jeremy Rodock in M-G-M's "TRIBUTE TO A BAD MAN"



M-G-M presents in
CINEMASCOPE—COLOR

JAMES CAGNEY

in

"TRIBUTE TO A BAD MAN"

Co-Starring
DON DUBBINS · STEPHEN McNALLY · VIC MORROW
And Introducing IRENE PAPAS
Screen Story and Screen Play by MICHAEL BLANKFORT
Based On a Short Story by Jack Schaefer
Photographed in EASTMAN COLOR
Directed by ROBERT WISE · Produced by SAM ZIMBALIST

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

COMPANION
NOTE TO
EXHIBITORS!

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NOW
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BOX OFFICE

Darryl F. Zanuck
presents

Gregory Peck
Jennifer Jones
Fredric March

in
20th Century-Fox's
"THE MAN
IN THE
GRAY
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SUIT"
in
CINEMASCOPE
Color by DeLuxe

Nationally advertised in the April Woman's Home Companion to more than 10,000,000 women readers.

A
Woman's Home Companion
Recommendation . . .
BOOK NOW!

REVIEW:

Mohawk

Alperson—20th Century-Fox

A TENSE PIECE of entertainment, embellished with color by Pathe, is Edward L. Alperson's production of "Mohawk," a blazing spectacle of frontier warfare in the days when white settlers made inroads into the territories belonging to the Iroquois nations. With Scott Brady, Rita Gam, Neville Brand and Lori Nelson topping the cast, which also includes a multitude of supporting players, this 20th Century-Fox release, produced by Charles B. FitzSimons and directed by Kurt Neumann, tells the story of the early settlers who fought and died to settle in the perilous Mohawk Valley.

Showmen have found this type of story, with its historical background, generally proves to be highly saleable entertainment. The drama of Indian and white men's battles, in hand-to-hand combat, is excitingly presented here in a climactic sequence in which thousands of Indians, it seems, attack an Army fort.

Brady portrays a young, flighty artist-frontiersman who dares to fall in love with Miss Gam, the daughter of the Mohawk chieftain. Brand turns in a powerful performance as a revengeful Indian brave who would sacrifice his own people to destroy all white settlers. Miss Nelson is cast as the third person, a Boston society girl, in a love triangle between Brady and Miss Gam.

The screenplay by Maurice Geraghty and Milton Krims skillfully combines action, romance and intrigue, and also portrays the Indians as fair-minded people, who desire to be peaceful, but can't be, due to unsavory whites and other tribes. The story tells of Brady's action in the wilderness and his commission to paint pictures of the woods, bees, flowers, landscapes, cows and women. He soon gets involved in the controversy between the Mohawks and the settlers, and, to his way of thinking, the Indians just desire to be left alone. However, a murder of the chief's son soon brings about an uprising which is climaxed by an Indian attack on the fort. The settlers are saved, naturally, by the arrival of friendly forces, and the Indians realize that all the bloodshed was unnecessary.

Others in the cast ably supporting the principals are Allison Hayes, John Hoyt, Vera Vague, John Hudson and Ted De Corsia.

Running time, 79 minutes. General classification. For release in April.

LESTER DINOFF

UA's Velde Given Balto. Testimonial

BALTIMORE, March 20.—James R. Velde, recently elevated to the post of general sales manager of United Artists, was honored here tonight at a testimonial dinner tendered by area exhibitors and theatre owners.

United Artists home office executives attending were Milton E. Cohen, Eastern and Southern division manager; Al Fitter, Western division manager; Norman Hasselo, personnel manager; Arthur Reiman, Western contract manager, and John Hughes, Eastern and Southern contract manager.

B. G. Kranze, former UA general sales manager and now vice president of stanley Warner, also participated in the testimonial.

TV Film Council Will Discuss 'Color'

Color television will highlight the March 29 meeting of the National Television Film Council at the Delmonico Hotel, it was announced yesterday by John J. Schneider, NTFC president.

Three panels are planned on "TV Colorfilm Raw Materials," "TV Color Production" and "TV Colorfilm Transmission." Dr. Alfred N. Goldsmith, NTFC chairman, will be the principal speaker.

'Richard' N.Y. Gross $38,753 to Date

Sir Laurence Olivier's production of "Richard III," which is currently in its second week at the Bijou Theatre here, has taken in at the box office and by advance ticket sales a gross of $38,753, according to a representative of the theatre.

$16,473 at the Bijou

The three-hour VistaVision film, following the completion of its first week run, has taken in $16,473 at the Bijou, at an average two-performances daily, and $12,580 at the Playhouse Theatre in Washington, where the film is being presented on a four-show-per-day basis with advanced admissions.

The theatre representative also disclosed that "Richard III" will open in San Francisco on April 6 and that bookings have also been set for late April in Los Angeles and Philadelphia. It is understood that a theatre has to "put up advance money" as a guarantee in order to secure the film.

PEOPL

James Burns, manager of the Theatre, Glasgow, has been de Champion Manager for 1955 Associated British Cinemas circ the United Kingdom, by **D. J. latte,** managing director. The includes a two-week trip to York which the winner plans t next summer.

⌑

Frances Bolton, National booker in Cleveland for the p years, has resigned to assume th as field manager for a nationa metic firm.

⌑

Abe Fisher, formerly with lic Pictures and RKO, has **Charles Cooper's** organization i cago to handle "Untamed Mi and "Girl Gang" in that city change territory.

⌑

Miles A. Goldrick, supervisor Far East for the Westrex Corp be transferred to the Hollywoo sion office on May 1 when h assume the post of public re administrator. His office is in Kong.

⌑

Richard Carlton has been Eastern TV sales manager for M TV Corp. **Carlton** was pre associated with Minot TV, I sales manager and with Sterling vision Co., Inc., as vice-presid charge of operations.

Delinquency Repo

(*Continued from page 1*)

worded codes, but too often codes are violated." He de that with the cooperation of t dustry, "the subcommittee b that many of the detrimental of these pictures and their ad ing have been eliminated."

Kefauver listed a number o jects which the subcommittee study during the coming month made no mention of any further of the film industry.

Teleradio's Robec Moves to New Yo

Peter M. Robeck, sales mana the General Teleradio Film D since its formation in April, has moved his headquarters Hollywood to New York. The has been described as being of an over-all plan to integrate eral Teleradio divisional facili the new corporate structure of Teleradio Pictures, Inc. In ad to his sales manager role, Robec assume general administrative responsibilities in the policy e of the firm.

On Threshold of Space" in Capital Preview

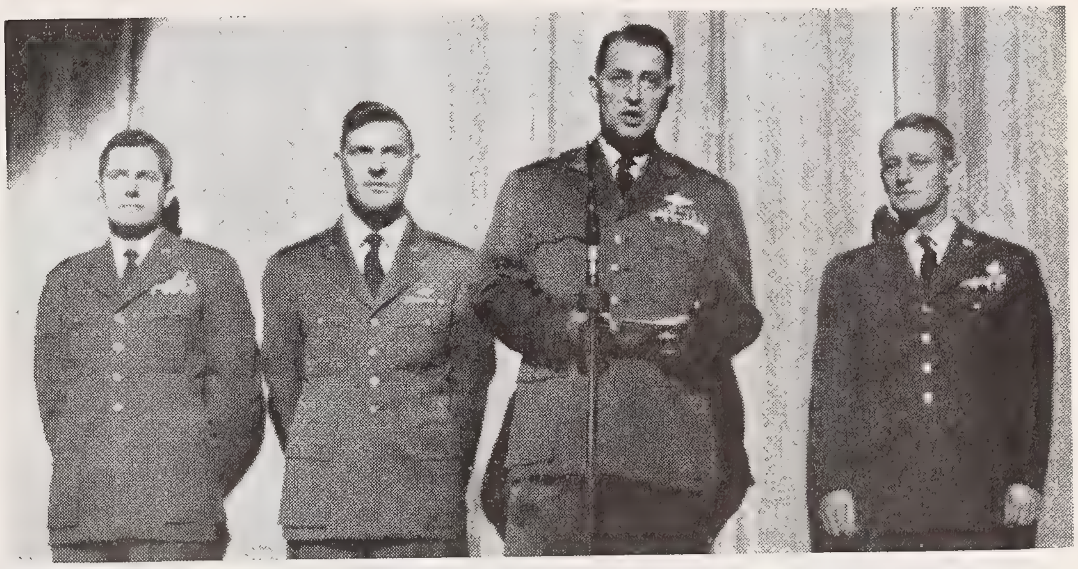
Capitol Theatre, Washington, D. C., was the
e Monday evening of a special Congressional
litary premiere-styled preview of 20th Century-
CinemaScope production "On the Threshold of
romantic drama of jet-age research. The gala,
showing of the William Bloom production
g Guy Madison, Virginia Leith, John Hodiak and
agger was hosted by president Spyros P. Skouras
ttended by some 2,500 personages, including
rs of the U.S. Senate and House of Representa-
cabinet members, representatives of the inter-
l diplomatic corps and high echelon of the
y and the press. A reception followed in the
Ballroom of the Willard Hotel.

e photo at right, left to right, are: Mrs. T. B.
General T. B. White, Vice-Chief of the Air Force;
onald A. Quarles; Spyros P. Skouras, president,
entury-Fox; Donald A. Quarles, Secretary of the
Mrs. Nathan F. Twining; General Nathan F.
g, General of the Air Force.

red arriving at the theatre for the
iew are Mrs. and Lt. Gen. M. J.
sio, Director of the Air Force Budget.

A salute to the crowds is given by General of the Air Force, Nathan F. Twining. Grouped, left to right, are Mrs. Twining, Mrs. T. B. White and General White, Vice-Chief of the Air Force.

ros P. Skouras (left), president of
Century-Fox, and vice-president
rles Einfeld.



Major Gen. Joe W. Kelly, director Legislative Liaison Office, Secretary of the Air Force, introduces to the audience in stage ceremonies a Space Project Team from the Air Research and Development Command. Included are Col. "Chick" Henderson (extreme right), who served as technical advisor on the picture. *(Advt.)*

Comi

or to carry you away...

usic and Movies go together. Audiences are arried away by melody and action when the icture—black and white or bright with color—is ade with all the "savvy" of today's newest techics in production, processing and projection. These technics the Eastman Technical Service, working hand-in-hand with the industry, has helped to develop. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
42 Madison Ave., New York 17, N. Y.

Midwest Division
137 North Wabash Ave., Chicago 2, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

Also With Fox

WilcoxTalking U.A. Deal for N.Y. Handling

By LESTER DINOFF

The novelty of commercial television in Great Britain "has worn off" and the introduction of this medium has not greatly affected the cinema. according to Herbert Wilcox, chairman and managing director of Imperadio Pictures, who yesterday also reported that he was conferring with United Artists concerning the domestic distribution of his latest films.

Herbert Wilcox

Wilcox, in reporting that commercial TV throughout Britain had found some audiences in "the middle age group," declared that commercial TV's "great expectations have not materialized as the public generally is swinging away from TV and going back to the cinema."

See UK Quality Improving

The quality of British product in 1956, as compared to last year, "is immeasureably better, but in quantity is quite to the contrary," Wilcox said.

Wilcox, in discussing his production plans, said that he currently is conferring with Arthur Krim and Max Youngstein, president and vice-president of UA for the release of "King's Rhapsody," which stars Errol Flynn. He said that he has had one meeting with Krim concerning the distribution deal and that he will meet with Youngstein next week. Wilcox also stated that he was seeking a distribution deal for "My Teenage Daughter," which stars his wife, Anna Neagle, and that he will shortly meet with Spyros Skouras, president of 20th Century-Fox on this and the possibility of future co-production deals.

Considering TV Series

The British producer stated that he hoped that 20th-Fox would join with him in co-producing "Eastern Approaches" and "The Battle," his next two productions. Wilcox also said that he was conferring with Guild Films concerning the production of a television series.

Commenting on a blast by John Davis of the J. Arthur Rank Organization concerning an alleged "conspiracy among American exhibitors against British product," Wilcox declared that he was of the opinion that "U. S. theatre owners and operators will play any film which would make money." Davis' viewpoint "is rubbish," he stated.

BO Perks Up

(*Continued from page 1*)

establishments out of the fall, which in some areas reached 18 inches.

Normal business in some New York situations and elsewhere was reported yesterday, although many exhibitors felt that it will take another day or so before the box-office returns to normalcy, after suffering a blow at the weekend and Monday.

Children a Factor

The extent of the recovery yesterday, as the box-office damage the previous days, was spotty. In New York on Broadway, most situations reported business somewhat better yesterday than on Monday, although houses differed at the extent of the improvement. The RKO Theatre Circuit reported business quite good at the matinee, with the city's children given an option on school attendance. RKO's experience was shared by Brandt Theatres, the Interboro Circuit and Loew's Theatres.

In Suffolk County, one of the hardest hit areas in Long Island, seven year-round drive-ins had crews attempting to clear parking lots in time for reopenings tonight.

A spokesman for Brandt Theatres said all but three of the circuit's houses were in operation yesterday and that these are expected to reopen later in the week.

Film Deliveries Fair

Film deliveries in exchange cities hit by the storm, which began on Friday, were late in some instances but did not result in delays of showings. The Long Island Film Delivery Service reported regularly scheduled evening deliveries were held over until morning.

In Philadelphia, theatres suffered their worst weekend business in years, when the storm dumped nine inches in the city and 17 inches in the suburbs. The closing of schools on Monday and the absence of pupils again yesterday boosted afternoon business in some neighborhood theatres but failed to compensate for the loss of night trade. Several drive-ins which had anticipated being early birds for spring business were forced to delay their scheduled reopenings.

'Tap Roots' Reissue Set by Universal

Premieres today and tomorrow in New Orleans and Atlanta will launch a series of territorial openings for the re-release of Universal-International's Technicolor production "Tap Roots," starring Van Heflin and Susan Hayward, originally released in 1948.

The Joy Theatre at New Orleans will inaugurate the program tonight while the Paramount Theatre in Atlanta will open the film tomorrow evening. "Tap Roots" will be given a national re-release with new trailers, new advertising accessories and a new promotional campaign. In territories which normally use double features, U-I is making available a second re-release, "Kansas Raiders," in Technicolor starring Audie Murphy, Brian Donlevy and Tony Curtis.

N.Y. Film Fee

(*Continued from page 1*)

film, but the charge for copies be decreased from $2 per thousand feet to $4 for each additional entire copy, was Senator William Zaretski, Bronx Democrat and sponsor of a companion act.

Leading the opposition was Senator Fred G. Moritt, Brooklyn Democrat, and spearhead of last year's successful fight on a similar bill in the upper house after the Assembly had unanimously adopted it.

The bill will be among those considered by Governor Averell Harriman during the 30-day period following adjournment of the legislature—slated for Friday. It is expected that the education department will urge a veto.

Opposes 'Profit-Making Tax'

Zaretski stated that "under the present tax rates, these departmental fees supply four times the costs of the agency under the bill before you, it reduces that charge to twice the overage. I think everybody will agree with me that the tax to license for any supervisory body should be geared to the expenses that body would involve. In other words it should not be a profit-making tax." The "confiscatory" phase would be removed, Zaretski contended.

Boston Theatres Played Host to Stranded Snowbound Citizens With Coffee and Music

Special to THE DAILY

BOSTON, March 20.—Stranded travelers found refuge here yesterday in suburban theatres which forsook possible box-office revenue in order to help the community during the snow storm.

In neighboring Braintree, John O'Hallorhan, manager of Lockwood and Gordon's Braintree Theatre, announced via radio station WBZ that the evening performance would be postponed so that the theatre might be used as a place for stranded travelers to rest. About 75 persons took advantage of the warmth of the theatre where coffee was served. O'Hallorhan piped a musical program over the sound system and gave the theatre staff a night off.

Many neighborhood theatres remained open Monday night to serve their communities in like manner. Outlying theatres which opened were forced to hold over their programs since film delivery was virtually at a standstill. However, the trucks were on the road today assuring owners and circuit operators of prints.

National Pre-Selling

UNDER the title, "A Diab
Horror Film," "Life" in
March 19 issue devotes parts of
pages to an illustrated revie
"Diabolique."

The reviewer reports "All this
ter a French horror movie
"Diabolique" has been scaring
wits out of Americans in a few
art theatres. But now, booked f
lease in big movie houses and
drive-in theatres, it will start s
ing its sensational shocks and
ders on a grand scale."

•

An action filled full-color a
"The Conqueror" appeared i
March 18 issue of "American V
ly."

•

Louis Berg, motion picture
of "This Week," devoted consid
space in the March 18 issue t
British "Oscar" winner, Cornell
chers, who is starred in U.I.'s "
Say Goodbye." Berg says, "S
as talented as Bergman, but
as Garbo." Two photos made at
Borchers' home in the Bavarian
of Germany catch the delicate
ties of this fine actress.

•

Ed Miller of "Seventeen" has
ten an interesting personality sto
the April issue on Marisa Pavan
co-stars with Gregory Peck in
Man in the Gray Flannel Suit."
Pavan has important roles in
Rose Tattoo" and "Diane."

•

"The Court Jester" receives a
stantial plug in the April iss
"Woman's Home Companion."
bara Goldsmith, film editor, wr
intimate profile on Danny Kaye
of this new Paramount picture
his wife, Sylvia. The article ope
a two-page spread with more
a page devoted to a photo o
Kaye family.

•

McCall's April issue has two
ing ads, one on "Meet Me In
Vegas" and the other on "The
In The Gray Flannel Suit."

•

"Anything Goes," starring
Crosby, Jeanmaire, Donald O'C
and Mitzi Gaynor, was selecte
the motion picture editors of "
for the featured review in the
3 issue. The talented cast is s
in sparkling song and dance
photos taken on the sets.

The reviewer sums up by
"Anything Goes" is one of the
son's best musicals.

•

"The Spirit of St. Louis" is t
cipient of a strong send-off i
March 30 issue of "Collier's." I
dition to a full-color photo of
Stewart as Lindbergh on the
cover, there is an interesting
ground story of this new W
Bros. picture.

WALTER

"Birds & Bees" Greets Spring!

PARAMOUNT selected yesterday, the first day of Spring, to show to the trade throughout the country "The Birds and the Bees," TV star George Gobel's first picture, whose title was a necessary reminder to snow-hit New York industryites that the vernal equinox had arrived. A top-line Paramount offering for 1956, the VistaVision and Technicolor comedy co-stars Mitzi Gaynor.

In New York, the Paramount Theatre on Times Square was taken over last night for the special preview for exhibitors, film buyers, industry executives, magazine and newspaper writers, columnists and radio-television commentators. This showing was duplicated simultaneously in 30 other branch cities.

Some of the hundreds who attended the New York Paramount preview of "The Birds and the Bees" are pictured on this page. In the photo at the right, Robert K. Shapiro, managing director of the Paramount Theatre, is seen in the lobby showing two arrivals, actress Debbie Reynolds and her singer-husband, Eddie Fisher, the preview program.

the birds and
the bees

io from the Fabian Theatres organization arrives for the preview of the Gobel comedy.
to right are Charles Golding, Louis Golding and George Trilling. They were among
es of theatre men who were on hand for the showing.

Barney Balaban, president of Paramount Pictures, and Mrs. Balaban converse in the theatre lobby with Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

ugh Owen, vice-president of Paramount Film Distributing Corp., and
iss Alma Knight arrive for "The Birds and the Bees" preview accom-
nied by E. H. Rowley (right), president of Rowley United Theatres,
d Mrs. Rowley.

the birds and
the bees

Also on hand for the preview of Gobel's first motion picture were George Weltner (right), worldwide sales head for Paramount Pictures, and Mrs. Weltner, who are seen here being greeted in the lobby of the theatre by Shapiro. *(Advt.)*

Teleradio

(Continued from page 1)

our activities into the recording and music publishing fields, we are further intensifying our desires to have RKO Teleradio Pictures provide the maximum in entertainment services to the general public."

Management to Stay

All songs recorded by Unique and distributed under its current two labels, "Unique" and "Point," now become part of the RKO Teleradio Pictures, Inc., grouping. O'Neil said that Unique's current management, headed by president Joseph Leahy, will continue to operate the firm and its two affiliated music organizations, Britton Music Corp. and Lamas Music Corp.

Other officers are Stanley Borden, vice-president and general manager, and Martin J. Machat, secretary. Eligio del Guercio, Sr., represented Unique in the negotiations.

Todd-AO Short

"This Is Todd-AO," a 15-minute short, is currently being filmed at Sun Valley, Ida., by Pictorial Research, and will be used to accent the audience participation quality of the Todd-AO system.

Concise and to the Point

The significant developments in television and their meaning . . .

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

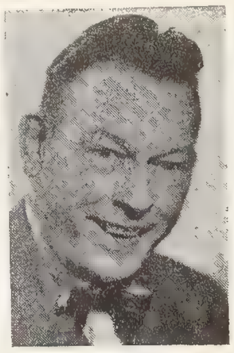
Published every Monday in conjunction with Motion Picture Daily

Television--Radio

with Pinky Herman

CBSolons are proud and justifiably so because top American brass and Government leaders have requested repeat telecasts and/or prints of the "Egypt-Israel" film program, featured on Edward R. Murrow's "CBSee It Now," Tuesday, March 13. A special print is currently en route to the 2nd Battalion of the 2nd Marine Division which had just been sent to Naples on a Near East alert. . . . Jay Williams, whose TV career began in 1947 with Unity Television Productions and more recently acted as liaison in the Sir Alexander Korda-NBC deal which resulted in the programming of "Constant Husband" and "Richard III" as NBC spectaculars, has joined Theatrical Enterprises, Inc., as vice-president.

☆ ☆ ☆


Fred Allen

Steve Allen, who replaced the late Fred Allen last CBSunday on "What's My Line?" devoted his entire "Tonight" program Monday night to a tribute to the "comedian's comedian." It was indeed a grand gesture to a grand person and to many of us who were privileged to know Fred, we want to say, "Thanks, Steve." . . . Elmo Russ, formerly organist and musical director at WMCA and currently prexy of Pyramid Records will give a recital of his compositions Friday evening at the Lillian Nichols Studios at Steinway Hall. Vocalists will be Gail Darlington and Phillip Francesco. . . . Ray Katz, program chief at WMGM, back at his desk after a hospital siege. . . . That'll be quite a thrill to Bob Crosby when he presents 14-karat Milky Way Awards to the twelve "most talented juvenile performers" on his program over the Columbia network on Friday. His daughter, Cathy, is vocalovely on his program.

☆ ☆ ☆

Bill Stern

Bill Stern, completely recovered from his auto accident and Malvin Wald, whose TV play, "Man on Fire," was recently seen on the "Alcoa Hour," over NBC, are collaborating on Bill's autobiography. Stern is ABCelebrating his 25th anniversary as a sportscaster. . . . Bill Haley and his Comets, whose Columbia flicker, "Rock Around the Clock," is rockin' the nation's gators and hepcats in a cool and crazy manner, will guestar on "Arthur Godfrey & His Friends" CBShow next Wednesday. . . . Memos to: Syd Eiges: Received your invitation wire to attend cocktail party honoring Katharine Cornell and Guthrie McClintic at Hotel Pierre Roof Garden, Monday, March 19. Will go. Also just received your wire, calling off said party because of blizzard. So, will not go. Also on hand is wire inviting us to attend the N.Y. portion of Academy Awards presentations at the NBCentury Theatre tonight. Will go. (We were out of town for a few days, hence these and other messages piled up on the desk.) . . . A special preview of General Food's new film, "Harvest of Convenience," will be shown Monday afternoon at the Johnny Victor Theatre.

☆ ☆ ☆

Robert Wald, NBC producer and chairman of radio and TV committee for the Medical Society of N. Y., announced yesterday that 57 radio and TV major network and local stations will participate in the society's mammoth sesqui-centennial observance during the next six weeks. The N.Y. chapter, with more than 7,000 members, was the first to take active part in television back in 1952 with a program on NBC entitled, "Here's to Your Health." . . . The Leon Schinasis (he's the insurance tycoon to top-flight TV personalities and firms) are awaiting Sir Stork's first visit any edition. . . . Arlene Francis and Phillips Wylly, star and film supervisor, respectively of "Home," will be in Monaco April 13 to shoot films of the Prince Rainier-Grace Kelly nuptials which will be flown to Gotham daily for insertion into the "Home" programs. . . . James Daly has been signed to co-star with Lisa Kirk in "Front Row, Center," TVia CBSunday, April 15, in a drama based on the songstress' original story idea.

Exposition

(Continued from page 1)

working on the convention months, said the virtual abandon of a large-scale public expo should not be blamed on the companies, adding that the tu events was caused by a multip of factors.

The TOA convention, to be jointly with Theatre Equipment Supply Manufacturers Associ Popcorn and Concessions Associ and Theatre Equipment Dealer sociation, will be staged in the York Coliseum, Sept. 20-24.

As far as the public is conce the convention planners, he said, moderated their sights, thinkir terms of having some activitie which the public will be invited

Academy Awards

(Continued from page 1)

producer; Robert Russell Be composer; Jay Blackton, com Paddy Chayefsky, writer; Betty den, writer; Carson Davidson, ducer; Percy Faith, com Adolph Green, writer; Nancy ilton, producer; Justin Herman, ducer; Elia Kazan, director; A Kennedy, actor; David Lean, dir Delbert Mann, director; Joe M actor; Jo Mielzener, color art dir Terry O'Neil, special effects des Paul Osborn, writer; Edmund producer; Irene Sharaff, color tume designer; Oliver Smith, col director; Jo Van Fleet, actress; F Youngson, producer; and Hy lyricist.

The NBC-TV simulcast wi emceed in Hollywood by Jerry and in New York by Cla Colbert.

Coast Eyes Academy Reaction To 'Marty' and Compo Poll

HOLLYWOOD, March 20.- the 28th annual Academy of M Picture Arts and Sciences a presentation program nearing ai (7:30-9:15 p.m. Pacific standar Wednesday over NBC-TV and r professional Hollywood's always interest was focussed on two tions foremost in local disc ever since the nominations we nounced last month.

Foremost in conjecturings abo outcome of the Academy's 28t nual balloting has been the qu of whether "Marty," theatrical p derived strictly from television win out over the Hollywood-ori ed product as it has done in critical and publication selection

Wondering About Dean

Second among the widesprea jecturings has been the questi whether Hollywood professional duplicate the theatregoing publ represented by the Council of M Picture Organizations Au Awards Poll, in choosing the James Dean over four living nominated with him for the bes formance by an actor.

This year's simulcast will ru minutes on the air.

rges to Discuss ntals Arbitration

From THE DAILY Bureau

HINGTON, March 20.—Wesley urges, professor and former dean e Yale University Law School, now on leave to the University iami Law School, will testify on rbitrability of film rentals before Senate Small Business sub-com- e hearing tomorrow.

ofessor Sturges will be offered as ness by Allied States Association Theatre Owners of America. He n the past played a part in the ing up of industry arbitration s.

SB to Hear

(*Continued from page* 1)

pendent Theatre Owners Associa- and National Tax Campaign mittee to be heard Thursday.

ay was cleared for the hearings ahead on schedule by the passage late last night of the Farm Bill, which subcommittee chairman phrey (D., Minn.) was working. e officials had feared the hearings ld have to be postponed again if Farm Bill weren't out of the way omorrow.

ne Southern California Theatre ners Association has filed a statement for the record. Only other change from the witness list originally announced for the two-day hearings is the scratching of Max A. Cohen, ITOA board chairman. ITOA president Harry Brandt is expected to be the only witness now for his group.

Allied witnesses to be heard tomorrow include president Ruben Shor, general counsel Abram F. Myers, former presidents Trueman T. Rembusch and Wilbur Snaper, regional vice president Benjamin Berger and secretary Julius Gordon.

Spokesmen for the distributors and Justice Department probably won't be heard until well into April, since Congress is expected to recess from March 29 until April 9.

Trade Practice Unit Urged

(*Continued from page* 1)

views were made at this time and by letter since SCTOA representatives are unable to attend the Washington hearings tomorrow and Thursday. "Conflicting dates make it impossible to attend," Arthur declared.

In the letter, Arthur said that "such a commission, backed by the scope of experience that it will develop, specialized and trained both to hear and consider the needs of industry, can act promptly and fairly in relation to the industry." He added that it will restore and assure the motion picture industry equal opportunities to compete under the American system of rules and regulations openly arrived at, openly administered and applicable to all without discrimination.

Arthur based the recommendations on five points. He described them as being "admission prices should not be controlled by producers or distributors." Secondly, "if bidding is to be used as a substitute for negotiation, bidding should be made according to clear and definite specifications requested by the distributor in writing, and a successful bid should be disclosed, unless bids have been rejected."

As for the third point, Arthur declared that "theatre owning companies should be allowed to engage in picture production, provided there is no cross licensing and their favoring of their own theatres should not be limited to their present houses. Fourthly, arbitration is not objectionable provided it is available to all those who wish it and is not forced upon those who do not want it. It is not merely a ruse to lull into the belief that underlying improper, unfair and often illegal practices are subject to correction through such means."

Finally, Arthur related "the fair trade practices commission should be established to evolve and adopt and then to administer the rules of fair trade in the industry."

Schimel, Levinson, Phillips in D.C.

The following film company representatives will be on hand as observers at today's scheduled Senate Small Business Committee hearing in Washington:

Adolph Schimel, chairman of the legal committee of the Motion Picture Association of America; Howard Levinson, co-chairman of the MPAA legal committee; Louis Phillips, vice-president and general counsel of Paramount Pictures, and Sidney Schreiber, MPAA secretary.

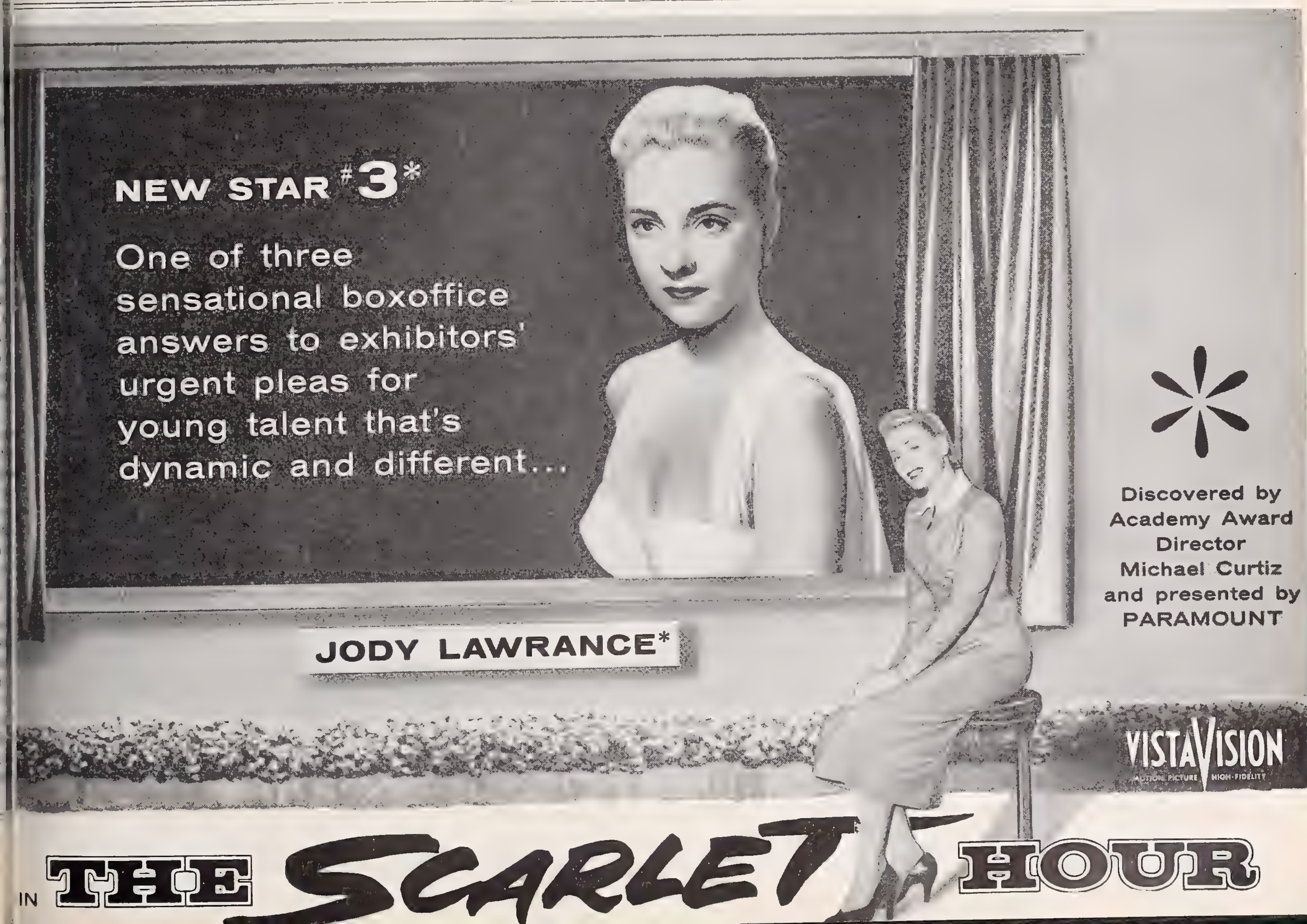
'Salt' Dispute

(*Continued from page* 1)

tributor's lawyer refused to answer the union's questions about his clients' possible Communist affiliations.

IPC, owners and distributors of the film depicting a strike in a New Mexico zinc mine, charged the union with assuming functions of a censor, in advising members to refuse to project any showing of film. First attempt to show the picture here was May 26, 1954, at the Cinema Annex Theatre.

In reply to the suit the union asked whether any of IPC officers or the film's actors had Communistic connections. Richard J. Stevens, IPC lawyer, said he would appeal the dismissal.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One of three sensational boxoffice answers to exhibitors' urgent pleas for young talent that's dynamic and different...
JODY LAWRANCE*
*
Discovered by Academy Award Director Michael Curtiz and presented by PARAMOUNT
VISTAVISION
MOTION PICTURE HIGH-FIDELITY
IN THE SCARLET HOUR

a DARING motion picture

...torn from the sidewalks of NEW YORK!

Daring! in the human drama it explodes!

Startling! in its conflict between love and hate!

Shocking! in exposing the terror that strikes when men are afraid!

HUME CRONYN

as GEORGE HEATH–
What dark secret...
made him love to hate?

NANCY KELLY

as LOUISE HEATH–
She lived to love...
and dream!

CROWDED PARADISE

Introducing
MARIO ALCALDE
as JUAN FIGUEROA—
He fought desperately to survive...

Out of the heart of New York comes a powerful drama of a boy and girl who loved in the shadow of disaster... a startling close-up of human emotions never before revealed on the screen...

ENID RUDD
as FELICIA DIAZ, too young, too beautiful..

Written by Marc Connelly • Photographed by Boris Kaufman, A.S.C. (Winner of 1954 Academy Award "ON THE WATERFRONT") • Produced by BEN GRADUS • Directed by FRED PRESSBURGER • A Tudor Pictures, Inc. Presentation

FRANK SILVERA
as PAPA DIAZ, kind as a father and husband, but tough...

STEFAN SCHNABEL

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s News

MOTION PICTURE DAILY

Concise
and
to the
Point

.. 79. NO. 56 NEW YORK, U. S. A., THURSDAY, MARCH 22, 1956 TEN CENTS

Hearings Open

yers Hedges BC Queries n Tax Repeal

s It 'Wonderful' If fficient Product

By J. A. OTTEN

'ASHINGTON, March 21.—A re- ion of the motion picture admis- ; tax would not help exhibitors much without a substantial flow op-flight pictures to bring people : into the theatres, Abram F. rs, general counsel for Allied es Association, told a Senate Small ness Subcommittee today.

he subcommittee today opened scale hearings into exhibitor com- nts against current film distribu- practices. Myers, the lead-off ness, began by reading a 16-page ement, but shortly after he took stand he was interrupted with a d of questions from committee

(*Continued on page* 6)

enator Hits re-releases

From THE DAILY Bureau

'ASHINGTON, March 21.—irman Humphrey expressed great cern over two alleged industry ctices outlined today to his Senate ll Business Subcommittee by am F. Myers, general counsel of ed States Association.

lyers had told the committee that

(*Continued on page* 2)

istribution Pattern n Thrillarama Film Told by Reynolds

From THE DAILY Bureau

IOLLYWOOD, March 21.—rillarama Adventure," first picture the Thrillarama process reported lusively in MOTION PICTURE ILY last Thursday, will be booked t into America's 20 cities with re than 500,000 population, then o 120 cities ranging between 100,-

(*Continued on page* 2)

Academy Awards for 1955

◆

BEST PICTURE

"Marty," Hecht-Lancaster's Steven Productions, United Artists, Harold Hecht, Producer.

BEST PERFORMANCES

Actor—Ernest Borgnine in "Marty," Hecht-Lancaster, United Artists.

Actress—Anna Magnani in "The Rose Tattoo," Hal Wallis, Paramount.

Supporting Actor—Jack Lemmon in "Mister Roberts," an Orange production, Warner Bros.

Supporting Actress—Jo Van Fleet in "East of Eden," Warner Bros.

BEST DIRECTION

Delbert Mann, for "Marty," Hecht-Lancaster, United Artists.

BEST WRITING

Story—Daniel Fuchs, for "Love Me or Leave Me," M-G-M.

Screenplay—Paddy Chayefsky, for "Marty," Hecht-Lancaster, United Artists.

Story and Screenplay—William Ludwig and Sonya Levien, for "Interrupted Melody," M-G-M.

BEST ART DIRECTION

Black-and-White—Hal Pereira and Tambi Larsen, for "The Rose Tattoo," Hal Wallis, Paramount.

Color—William Flannery and Joe Mielziner, for "Picnic," Columbia.

BEST CINEMATOGRAPHY

Black-and-White—James Wong Howe, for "The Rose Tattoo," Hal Wallis, Paramount.

Color—Robert Burks, for "To Catch a Thief," Paramount.

BEST COSTUME DESIGNS

Black-and-White—Helen Rose, for "I'll Cry Tomorrow," M-G-M.

Color—Charles LeMaire, for "Love Is a Many-Splendored Thing," 20th Century-Fox.

BEST FILM EDITING

Charles Nelson and William A. Lyon, for "Picnic," Columbia.

BEST SOUND

"Oklahoma!," Rodgers and Hammerstein Pictures, Magna Theatre Corp., Todd-AO Sound Dept., Fred Hynes, Sound Director.

BEST MUSICAL ACHIEVEMENTS

Scoring of a Musical—Robert Russell Bennett, Jay Blackton and Adolph Deutsch, for "Oklahoma!," Rodgers and Hammerstein Pictures, Magna Theatre Corp.

Dramatic or Comedy Film—Alfred Newman, for "Love Is a Many-Splendored Thing," 20th Century-Fox.

Song—Sammy Fain, composer; Paul Francis Webster, lyricist, for "Love Is a Many-Splendored Thing," from "Love Is a Many-Splendored Thing," 20th Century-Fox.

BEST SHORT SUBJECTS

Cartoon—"Speedy Gonzales," Warner Bros., Edward Selzer, Producer.

One-Reel—"Survival City," 20th Century-Fox, Edmund Reek, Producer.

Two-Reel—"The Face of Lincoln," University of Southern California Presentation, Cavalcade Pictures, Wilbur T. Blume, Producer.

BEST DOCUMENTARIES

Short Subject—"Men Against the Arctic," Walt Disney Prods., Buena Vista, Walt Disney, Producer.

Feature—"Helen Keller in Her Story," Nancy Hamilton Presentation, Nancy Hamilton, Producer.

SPECIAL EFFECTS

"The Bridges at Toko-Ri," Perlberg-Seaton, Paramount.

'Oscar' Recipients

Anna Magnani, Borgnine and 'Marty' Win

Lemmon, Miss Van Fleet Cited; Air Show Scores

By WILLIAM R. WEAVER

HOLLYWOOD, March 21. – Anna Magnani, for her earthy portrayal in "The Rose Tattoo," Ernest Borgnine, for his playing of the title role in "Marty," earned the coveted "Oscars" here tonight as having given the best performances during 1955 in the estimation of the Academy of Motion Picture Arts and Sciences, which at the same time honored the film "Marty" as the best production of the year.

Tonight's presentation show, seen and heard on the radio and television networks of NBC, produced by Robert Emmett Dolan for the Academy, and by William Kayden, acting for

(*Continued on page* 2)

Uphold Chi. Ban of 'Love'

From THE DAILY Bureau

CHICAGO, March 21. – Federal Judge J. Samuel Perry today ruled that the film "Game of Love" is obscene within the definition of the U. S. Supreme Court rulings.

He also ruled that local municipal authorities properly exercised the police powers used in suppressing the film here, and that the ordinance on

(*Continued on page* 2)

Mass. Sunday Fee Petition for $50 Yearly Is Killed

Special to THE DAILY

BOSTON, March 21.—The petition by Raymond J. Lord, assistant to Otis M. Whitney, Public Safety Commissioner for the commonwealth, proposing that theatres be required to pay a yearly fee of $50 for operating on

(*Continued on page* 2)

PERSONAL MENTION

GUS EYSSELL, president of Rockefeller Center, Inc., has returned to New York from Europe.

•

Ernest Warren, owner of the Paramount Theatre, Needham, Mass., has announced the birth of twin daughters, **Lisa Irene** and **Lynn Anne**, to his daughter, **Mrs. Morris Nelson**, in Columbia Hospital, Washington, D. C.

•

Max Youngstein, United Artists vice-president in charge of advertising, publicity and exploitation, is expected to return to New York from Hollywood tomorrow.

•

Leona Vergara, former secretary to **Tom Gerety** of M-G-M's home office advertising department, gave birth to a baby girl, **Laurie Ellen**, early this week.

•

Jack Bellman, vice-president and general manager of Favorite Pictures Exchange, is recuperating from a fractured ankle at Lenox Hill Hospital here.

•

Morgan Hudgins of the M-G-M studio publicity department will arrive here next week from Hollywood enroute to Europe.

•

Martin Davis, Eastern advertising and publicity head for Allied Artists Pictures, is in Washington today from New York.

•

Richard W. Altschuler, director of world-wide sales for Republic Pictures, left here for Hollywood yesterday.

•

Herman Robbins, chairman of the board of National Screen Service, has returned to New York from California.

•

Peter Riethof, president of America Dubbing Co., has left here for Paris.

•

William Schuller of the William Schuller Agency, Inc., will leave here over the weekend for Hollywood.

•

Olin H. Clark, eastern story editor for M-G-M, has returned to New York from a West Indies vacation.

•

Herb Kemplen, production assistant to **Robert Rossen**, has arrived here from London via B.O.A.C.

•

Moss Hart and **Kitty Carlyle** left here yesterday for the West Indies via B.O.A.C.

Humphrey Hits Pre-Releases

(*Continued from page 1*)

producers and distributors of pre-release pictures can "control" the admission price charged by theatres showing the picture. He also maintained that in many instances of small-town or neighborhood operations, obtaining pictures after first-runs had been pushed back to six months or a year, instead of the three or four week period of former years.

Humphrey wanted to know "what business it is of the producer and the distributor what the theatre charges?" If a Chevrolet dealer wants to give away a Chevrolet, Humphrey said, "as long as he has bought them he's in a position to give them away."

As an observer and a private citizen, Humphrey said, "I don't like pre-releases. I like to see a show when I'm ready. I don't want to wait a year. I don't want to go downtown. I want to go to a neighborhood theatre."

He told the distributor representatives seated in the hearing room that he would want to know from them later in the hearing "if there was a pertinent reason" for extending the time before a small house could get a picture, or if certain theatres had been selected to enjoy long-term protection.

"As a family man I have some very strong views on the motion picture industry," Humphrey said, "and before this hearing is through I'm going to get rid of every one of them." Humphrey said he had strong views on both the quality and availability of motion pictures. "I've sat through too many Saturday afternoon movies to be happy about them," he declared.

Thrillarama

(*Continued from page 1*)

000 and 500,000, next into five hundred numbering 25,000 to 100,000, finally into communities with less than 25,000 population, Thrillarama Productions President Albert H. Reynolds today declared.

This spreading-out will be accomplished as rapidly as construction of roadshow equipment units can be completed in pace with exhibitor demand, which Reynolds said is at high pitch, with telegrams and letters asking for bookings arriving in volume since the disclosure of the Thrillarama process in this publication and in "Motion Picture Herald."

Reynolds said the first distribution beyond the United States and Canada will be in South America.

RETMA Hits Tax on All-Channel TV Sets

From THE DAILY Bureau

Television Today..

WASHINGTON, March 18.—The Senate Commerce Committee has received a new plea for removal of the Federal excise tax on all-channel television sets.

The plea came from H. Leslie Hoffman, president of the Radio-Electronics-Television Manufacturers Association. The committee will hear network representatives starting next Monday.

Jacobson Aide

Rose Tobias has been appointed assistant to Benn Jacobson, RKO studio's casting and talent representative in New York. Miss Tobias will take over her new duties on April 16.

She moves over to RKO from CBS-TV in New York.

Chicago Censors

(*Continued from page 1*)

which censorship principles are based is not unconstitutional.

Times Film Corp., distributors of the film, through its attorneys, promptly declared that Judge Perry's opinion was in error and out of step with decisions rendered by other courts in the country. Their attorneys, Felix Bilgrey and Abner Mikva, announced an appeal will be filed within the next 30 days.

Mass. Petition

(*Continued from page 1*)

Sundays, has been killed in committee and thrown out of this year's legislative session.

The bill recently was aired at a public hearing when Frank C. Lydon, representing Allied Theatres of New England, and Carl Goldman of Independent Exhibitors, Inc., of New England, appeared in opposition to it.

CBS-TV V-P Posts

Hubbell Robinson, Jr., vice-president in charge of network programs, and Merle S. Jones, vice-president in charge of CBS-owned television stations and general services, have been appointed executive vice-presidents of CBS Television, it was announced by J. L. Van Volkenburg, president of CBS Television.

Asks Drive-in Ban

COLUMBUS, O., March 15. – Future drive-in construction within Columbus city limits would be banned, if City Planning Commission chairman Ralph Teaford has his way. Traffic problems created by drive-ins are such that outdoor theatres should not be permitted within the city, Teaford said.

Academy

(*Continued from page 1*)

NBC, surpassed its 27 annual p
decessors in several striking respec

Honors in the best-supporting-r
category went to Jo Van Fleet for l
portrayal in "East of Eden" and
Jack Lemmon for his work in "Mis
Roberts."

Directional accolade went to D
bert Mann for the much-cit
"Marty," while writing citations w
awarded Daniel Fuchs, for "Love
or Leave Me," Paddy Chayefsky,
"Marty," and to William Ludwig a
Sonya Levien, for "Interrupted M
ody."

This year for the first time nomin
"Best Picture" stood tied in numl
of nominations, each having b
named in eight categories. Th
were "Love Is a Many-Splendo
Thing," "Marty" and "Rose Tatto

This year for first time nomin
for the best-performance-by-ac
award included one no longer livi
James Dean, save on the screen
two released pictures and yet to
seen in one still to be released.

For the first time the Acade
membership, composed exclusively
members in motion picture prod
tion, was confronted with voting
or against one nominated picture
was a television production in ev
way except in the actual phys
manufacture.

These firsts posed problems
voters in the election whose results
consequence of long-upheld standa
and consistent conduct over 27 ye
have come to be regarded, aro
the world, as speaking for Hollyw
at large, although actually express
the opinions of the Academy's 1,
members. The results, listed in
issue, reflect this small membersh
awareness of its responsibility.

Two-City Telecast Of 'Alexander' Bou

The National Broadcasting Co.
telecast a transcontinental, two-
premiere in New York and Los
geles of the United Artists produc
"Alexander the Great" on March

George Jessel and Hy Averback
emcee the respective premieres
New York and the Coast with N
"Tonight" show serving as the
let. The Cinema Lodge and
Metropolitan Council of B'nai B
are sponsoring the New York show
with all proceeds going to Nati
B'nai B'rith.

YOU'RE ASSURED OF SATISFACTION
WHEN YOU ORDER
SPECIAL TRAILERS
FROM
FAST SERVICE!
QUA
WO
CHICAGO, ILL. 1327 S. WABASH
FILMACK
NEW YOR 341 W. 4

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as s class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

M .-Ill. Association S otlights Promotion A Regional Meeting

Special to THE DAILY

T. LOUIS, March 21.—Wide- ad use of practical ideas in exploi- n rather than discussions of trade tices highlighted Missouri-Illinois atre Owners' regional institute ting at Louisiana, Mo. L. J. iams, MITO president, asked that ers concentrate their efforts in ex- ting practical showmanship rather rely on the distributors.

pecific examples were cited by e Jones, supervisor and advertis- manager of the 21-house Kera- s circuit of Springfield, Ill., who there has been much cooperation local merchants and newspapers he tie-in film campaign. Promo- examples used were: Direct mail endars of "coming attractions" with ass good only if the pass bearer accompanied by a cash custom- "kiddie shows" sponsored by a l dairy firm with tops from milk tles and other products entitling youngsters to attend the shows. es said the kiddie show was a tie- with the Humane Society which red a dog for adoption in connec- with a film that starred a dog. spokesman for the Fred Wehren- g Theatres said drive-ins were osted in their campaign that nted a baby pass to all new thers in the St. Louis area. Sim- examples were cited by represen- ives of the Rodgers Theatres and Columbia Amusement Co.

ew S.F. Company o Make 3 Yearly

SAN FRANCISCO, March 21.— new independent motion picture mpany, Bishop-Hittleman Pictures, ic., has been formed here to produce ree pictures a year for major studio lease.

Head of the new company is Frank . Bishop, prominent Nevada rancher. arl K. Hittleman, producer of "Little ig Horn," "Kentucky Rifle" and thers, will be general manager and erve as producer-director.

First of the three productions for 1956 will be an outdoor picture. Production is slated to start within six to eight weeks.

'Alexander' to Bow In London Tonight

LONDON, March 21.—The world premiere of "Alexander the Great," distributed by United Artists, will be held tomorrow night at the Odeon Theatre Leicester Square for the benefit of the British Olympic Appeal.

Extensive press, magazine, TV and radio coverage for the event, to be attended by hundreds of international notables, has been planned. In the U. S., the American Olympic team will receive all proceeds from a benefit premiere of "Alexander the Great" at the Fox Wilshire Theatre, Los Angeles, on March 28.

. . . *News Roundup*

Senate Toll-TV Hearings Postponed

WASHINGTON, March 21.—Senate Commerce Committee members indicated today that hearings on toll-TV, originally scheduled for April 11-12, will be delayed until late April or at least until April 19, when the convention of the National Association of Radio and TV Broadcasters concludes.

* * *

Small Corp. Tax Reduction Plan Shelved

WASHINGTON, March 21.—Sen. J. William Fulbright's plan to cut taxes on small corporations from 30 to 22 per cent on the initial $25,000 corporate income and boost from 22 to 31 per cent the tax rate on the remainder was given a cold shoulder today by the Senate Finance Committee. Fulbright (D., Ark.) was told the committee would not consider such an amendment to a House-passed bill but that it might be offered at a later date as a separate measure.

* * *

FCC Denies It's Controlled By Networks

WASHINGTON, March 21.—Federal Communications Commission chairman Joseph C. McConnaughey today denied a charge by Rep. Evins (D., Tenn.), chairman of a House Small Business subcommittee, that he had said the FCC staff is controlled by the major broadcasting networks.

* * *

Milwaukee Censor Battle Ends; 'Arm' to Open

MILWAUKEE, March 21.—After a month-long battle over censorship, the United Artists production, "The Man With the Golden Arm," will open here Apr. 4 at the Palace Theatre. City attorneys told the censorship board they were powerless to revoke the license of any theatre unless the film being shown was obscene or lewd. The film was originally scheduled to open in February, also at the Palace.

* * *

RKO Meeting Will Map Production Plans

HOLLYWOOD, March 21.—Policies, procedures and production plans of RKO Pictures will be the subject of conferences this week in West Palm Beach, Fla., among company executives. Charles L. Glett, executive vice-president of RKO; Daniel T. O'Shea, president, and Thomas F. O'Neil, board chairman, will formulate new policies. Glett and O'Shea will then fly to New York for a week's conference before returning to the Hollywood studios.

Note Progress on Global 'Formula'

A report of progress on ironing out details of the world formula for the division of permits was made here following yesterday's meeting of the Motion Picture Export Association board of directors.

The one remaining issue, according to an MPEA spokesman, is the definition of what constitutes American pictures in certain areas, a factor which is used in calculating the division of permits under the world formula.

100 'Planet' Dates

M-G-M has booked "Forbidden Planet" in more than 100 key cities starting Friday. There will be saturation showings in a number of territories including Los Angeles, where the attraction will open in 11 theatres simultaneously on March 28. On March 30, Loew's will begin showing "Forbidden Planet" in eight of the 11 theatres scheduled to start on that date. The picture is slated to open in New York the latter part of this month.

Says Film Rentals Are Arbitrable

WASHINGTON, March 21.—A former dean of Yale University Law School, Wesley A. Sturges, told the Senate Small Business subcommittee that film rentals were arbitrable.

"I know of no inherent difficulty, so far as arbitral process is concerned, of arbitrating the reasonableness of film rental," Sturges declared.

Sturges said he would hope for the re-establishment of arbitration "as a lawful and useful aid in the distribution of motion picture films."

There had been objections to the arbitration of rentals, Sturges went on, on the grounds that it would enable an exhibitor to "work his theatre into a standard figure for all of his rentals." This didn't have to happen, he continued. Different arbitrators, dealing with the claims of a given theatre, "might well come to different figures in successive arbitrations."

He also pointed out that if arbitration arrangements were to exclude the admissibility in evidence of prior awards in arbitration, "the undesired consequences would be forestalled." In addition, he said, the proposed arbitration system would have a year's trial run. In one year, he said, "any unlawful standardization of rental for any given theatre could not be accomplished."

Warns Exhibitors

See Schoeppel As Opposed to Gov't Controls

From THE DAILY Bureau

WASHINGTON, March 21.—Senator Schoeppel (R., Kans.) showed himself today to be a staunch foe of Allied States Association's plan for federal control of the motion picture industry.

"Before you would put yourselves in a straitjacket," Schoeppel told exhibitors testifying at the opening day of the Senate Small Business subcommittee's hearings on industry problems, "you should work this thing out yourselves."

Schoeppel was chairman of a 1953 small business subcommittee which held hearings on the same subject.

'It Wouldn't Let Go'

During testimony by Benjamin Berger, Allied regional vice-president, Schoeppel declared that he didn't know whether the industry "would be run too successfully" if the government ran it. He said "once the government gets its hands on the industry, it wouldn't let go."

Schoeppel wanted to know if exhibitors wanted the government to tell the industry "what to produce, what to distribute, what to charge?"

Sen. Humphrey, committee chairman, interposed to say that he didn't want to see the motion picture industry a public utility, but that "when an industry ceases to serve the public, then something happens."

Two members of the five-man Senate subcommittee were not present today—Morse (D., Ore.) and Kennedy (D., Mass.).

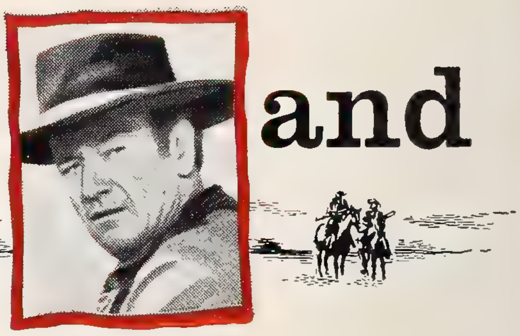
Industry Leaders Present

The audience at the hearing included Maurice Silverman of the Justice Department's anti-trust division; Commerce Department film chief Nathan D. Golden, and numerous distributor officials.

The latter group included Louis Phillips, Paramount general counsel; Howard Levinson, assistant general counsel of Warner Brothers; Abe Montague, general sales manager for Columbia Pictures; Charles Reagan, general sales manager of M-G-M; Robert J. Rubin, Loew's vice-president; William Zimmerman, Paramount assistant general counsel; Samuel Reece, Columbia counsel, and Motion Picture Association counsel Sidney Schreiber.

Also attending were Kenneth Clark and Edward Cooper of the MPAA, Robert Coyne of the Council of Motion Picture Organizations, and numerous local exhibitors.

We want to thank all exhibitors and all the trade papers and newspapers for their grand enthusiasm after our trade screenings of **"The Searchers"** and **"Serenade."**



We only wish we could have shown you at the same time another wonderful picture just completed. It's a beaut. It's a show to fall in love with. It's something

TRADE SHOWS
APRIL 4th

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exch. Bldg.
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANS
20th Ce
1720 W

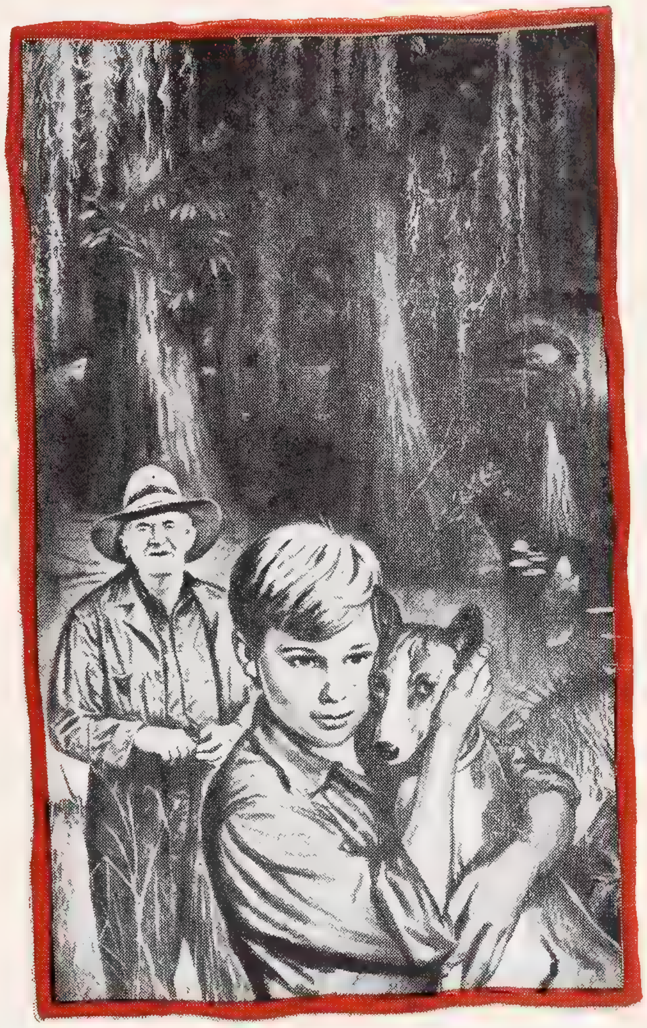
LOS
Warner
2025 Sc

MEMP
20th Ce
151 Va

you have to see. (And for
your family to see too.) **So . . .**

YOU ARE INVITED TO
WARNER BROS.'
TRADE SCREENINGS OF

"Good-bye, My Lady"



WEDNESDAY
APRIL 4th
DON'T MISS IT!

STARRING
WALTER BRENNAN · PHIL HARRIS · ALSO STARRING **BRANDON de WILDE**

Screen Play by SID FLEISCHMAN A BATJAC PRODUCTION Directed by WILLIAM A. WELLMAN Presented by WARNER BROS.

WATCH FOR THE TREMENDOUS 200-THEATRE WORLD PREMIERE IN THE SOUTH!

reening Room
• 1:30 P.M.
S
oom
ve. • 2:00 P.M.
creening Room
:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 8:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Venetian Theatre
15th Ave. & E. Pine St. • 2:00 P.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

Myers Straddles SBC Tax Cut Querie

At Least Two Senators of SBC Group Voice Opposition to Arbitration of Film Rentals

From THE DAILY Bureau

WASHINGTON, March 21.—At least two senators on the Senate Small Business Sub-committee indicated today that they were opposed to film rentals as a subject for arbitration.

Sen. Goldwater (R., Ariz.) said he thought film rentals "would be a most difficult subject to work out" in an arbitration system and suggested that exhibitors "work out in some other way" what they wanted to get.

Abram F. Myers, Allied general counsel, who was on the stand at the time, answered, "I don't think there is any factual basis for this possibility."

Sen. Schoeppel (R., Kans.) then brought up the fact that the Senate Small Business Committee which had held hearings on the same subject in 1953 had stated clearly in its report that film rentals should not be a subject for arbitration. "You can't put the seller in a position where he doesn't know what the price of his product would be," Schoeppel said.

Qualifies His View on Aid From Repeal

(*Continued from page* 1)

members as to how much a tax reduction would benefit the theatres.

Myers had told the committee that when Congress reduced the admissions tax in April, 1954, the distributors began to charge higher film rentals and the exhibitor "lost the benefit" of the reduction.

Sen. Goldwater (R., Ariz.) wanted to know if "this phenomenon would continue to happen" if Congress took off the present 10 per cent admission tax.

Myers replied that this would depend on the amount of publicity that "emanated from this particular hearing." With proper publicity, he said, "we can avoid a recurrence."

Sen. Schoeppel (R., Kans.), chairman of the 1953 Small Business Committee hearings on the same subject, then asked if it wouldn't be "a good thing" to remove the tax on all admissions under ninety-five cents or a dollar.

'Wonderful Thing,' He Says

Myers replied that this would be "a wonderful thing."

Committee chairman Humphrey (D., Minn.) said he agreed that the tax should come off, but wondered if removal would benefit the exhibitors. Goldwater came in at this point and asked Myers if relief by Congress would not benefit the exhibitor.

"It would be of some benefit," Myers answered, "but the difficulty is that people are not going to the theatres much, because there isn't a continuous flow of attractions."

"We will undoubtedly be confronted with a tax relief question for theatre owners," Humphrey said. "When we vote we will be thinking in terms of economic assistance for the exhibitor. In your view, would the exhibitor receive economic assistance from tax relief?"

Tax Relief 'Very Desirable'

Myers replied that a tax reduction would be "very desirable."

"Do you feel it could be desirable if you were also to get a flow of top-flight pictures?" Humphrey asked.

Myers told him that "unless we can get this product and can entice people back into the theatres," a tax reduction wouldn't do too much good.

The Motion Picture Association of America promised that the Allied statements would be answered by the distributors when they get a chance to testify.

Adolph Schimel, chairman of MPAA's law committee and one of the audience at today's hearings, declared that "the testimony of the exhibitors today before the Senate committee was replete with inaccurate and wholly irresponsible statements which will be refuted by facts presented by the distributors when they have any opportunity to do so."

Following in brief is the testimony of each Allied witness, the text of which was filed with the committee.

RUBEN SHOR

A six-point program for adoption by the Senate Small Business subcommittee was advocated by Ruben Shor, president of Allied States, in his prepared testimony presented at the subcommittee hearings.

Arbitration of film rentals, Congressional investigation of trade practices with a view to end "the ruthless extermination of independent exhibitors," and, if need be, the drawing up of appropriate legislation to regulate film rentals, were among the recommendations to the subcommittee made by Shor.

Throughout his 15-page testimony, the Allied president hit hard at alleged abuses, contending that film companies still sought to fix admission prices, that exorbitant film rentals absorbed the "lion's share of the tax saving," that discrimination exists in favor of circuits, and that the Department of Justice has been remiss in its responsibility of policing and enforcing the terms of the Paramount consent decree.

Spokesmen for Allied are appearing at this hearing with the full understanding that it is an investigative and not a legislative body, Shor stated. "The value of this proceeding is that the committee can turn the fierce light of publicity on the evils that are proven to it and can make recommendations to the film companies and the Department of Justice, and, if need be, to the Congress for remedying those evils," Shor added.

TRUEMAN REMBUSCH

The producer-distributor's newly-developed "bastard width film processes," coupled with their employed pre-release practices and the shortage of product, will administer the coup de grace to some 15,000 small theatres by condemning them to bankruptcy, Trueman T. Rembusch, a director of Allied States, declared in his prepared testimony for the Senate Small Business subcommittee.

Rembusch, who also vehemently attacked the sales policies of Samuel Goldwyn, producer of "Guys and Dolls," submitted a platform of recommendations which he said would free the theatres from the present "terrible restraints" imposed by producer-distributors.

Wants Decree Enforced

He asked that "the Department of Justice be nudged to enforce the provisions of the Paramount decrees of 1948 as to the fixing of admission prices and creation of unreasonable and unlawful clearances through the medium of pre-release, and the f ing of pictures.

Shor Charge Price-Fixin By Companie

"Place authority in the hands some governmental agency, such the Federal Trade Commiss through needed legislation, to imp limits on the percentage or ren distributors may charge for pictur he asked.

BENJAMIN N. BERGER

Inadequate product supply res ing in excessive prices and terms pictures to even the smaller thea was the theme of the statement m to the Senate subcommittee today Benjamin N. Berger, president North Central Allied and a dire of national Allied.

Berger said he hoped, after h ing the exhibitors, that the com tee "will recommend the enactm of appropriate legislation which enable every theatre owner in land to insure to his patrons the ri to see all the top pictures, at pri they both can afford."

WILBUR SNAPER

A brief plea to the effect that if Justice Department would "act in aggressive and active way in relati ship to the consent decrees, m things could be cured and might even arise in the future," was voi by Wilbur Snaper, former presid of Allied.

JULIUS GORDON

A comparison of prices for prod here and abroad was made by Ju Gordon, Allied treasurer, who ma tained that the film distributor s his film cheaper overseas than home; that distributors arbitrated f rentals abroad but refused to do in this country; and that the num of pictures produced by film co panies here was based upon the nu ber of films which the foreign co tries' quotas permitted to enter.

Heard in Allied Testimony at SBC Hearing

Abram Myers

Ruben Shor

T. T. Rembusch

B. N. Berger

Wilbur Snaper

Julius Gordon

All
he News
That
s News

MOTION PICTURE DAILY

Concise
and
to the
Point

. 79. NO. 57

NEW YORK, U. S. A., FRIDAY, MARCH 23, 1956

TEN CENTS

t 37.0 Trendex

an Big Push o Capitalize n Oscar Films

w, Repeat Bookings ted for the Winners

ans for a big push to capitalize he "Oscar" awards for "Marty," ibuted by United Artists, and Rose Tattoo," a Paramount ires release, were disclosed here rday in the wake of the large- press, radio and television pub- given to the Academy of Mo- Picture Arts and Sciences rds.

he Hecht-Lancaster production, h was chosen as the best picture the star of which, Ernest Borg-, was selected for giving the top featured performance of the , went into 400 situations yester- it was announced by William neman, vice-president in charge JA distribution.

nna Magnani, the Italian star who

(*Continued on page* 4)

cademy's Telecast urt Nation's B.O.; een by 46,000,000

heatre box-offices were hurt by dnesday night's telecast of the scar" awards, according to most uit executives polled by Motion ture Daily yesterday.

Reactions differed as to the extent the dip, some saying it was ght," while others said it had a d" effect at the box-office. A few atremen felt that the telecast, seen

(*Continued on page* 4)

asses Duty Free quipment Bill

From THE DAILY Bureau

WASHINGTON, March 22. – The use passed and sent to the Senate ls to permit the duty-free importa- n of articles to be exhibited at the ternational Theatre Equipment ow in New York this September d at the International Photographic position in Washington next ring.

INP Radiophoto

GLOBAL PREMIERE OF "ALEXANDER," Robert Rossen's multi-million-dollar CinemaScope production of "Alexander The Great" had its world premiere at the Odeon Leicester Square Theatre in London last night before a brilliant audience of international celebrities, members of royalty, diplomatic officials and film industry leaders. Covered by a record press corps representing 30 nations of four continents, the gala opening of the United Artists release was telecast by the B.B.C. and will be seen on video film in the United States, the Far East and South America. Among the notables participating in the international film event were (left to right): Arnold M. Picker, United Artists vice-president in charge of foreign distribution; star Claire Bloom; John Davis, managing director of the J. Arthur Rank Organization, producer-director Robert Rossen and Mrs. Rossen. *(Advt.)*

Senate Group Rejects District Tax Bids

From THE DAILY Bureau

WASHINGTON, March 22. – The Senate District Committee went along with a House action rejecting the District Commissioners' bid for a two per cent Washington admissions tax and a two per cent film rentals tax.

The commissioners had asked these taxes as part of a new tax increase package. The House eliminated these from the bill, on the industry's plea. The bill now goes to the full Senate.

Folsom Opposes Bill On Social Security

From THE DAILY Bureau

WASHINGTON, March 22.—Secretary of Health, Education and Welfare Folsom today opposed major provisions of a House-passed bill to liberalize Social Security benefits and boost Social Security taxes.

The bill would increase Social Security tax rates one-half of one per cent immediately to pay for lowering the retirement age for women from

(*Continued on page* 4)

REVIEW:

The Harder They Fall

Columbia Pictures

Many a motion picture has been produced about the fight game, its good and bad elements, but the one which probably will stand out for a long time is Columbia's "The Harder They Fall," a hard-hitting melodrama which is unfolded with impressive candor and color; it is a rough, tough, no-punches-pulled attraction. This is a powerful picture, not always a pleasant one, and it was not designed for children or adults with squeamish stomachs because brutality in and out of the ring often is accented. Its appeal is to the rugged emotions, rather than the tender

(*Continued on page* 4)

Testifies at SBC

Arbitration on Two-Way Basis Urged by Levy

Says It Could Be Used To Boost, Cut Rentals

By J. A. OTTEN

WASHINGTON, March 22.—Both the Theatre Owners of America and Allied States Association would accept an arbitration system under which distributors could invoke arbitration to boost film rentals just as well as the exhibitors could seek arbitration to lower rentals.

This statement came from TOA general counsel Herman Levy during testimony before a Senate Small Business subcommittee studying industry trade practices. "We'll give the distributors the right to ask for more money," he said, "on the same set of facts on which the exhibitor comes in and asks for less."

Another highlight of today's hear-

(*Continued on page* 5)

Harrison Is Installed As Fox Sales Chief; May Shift Divisions

Alex Harrison

With the promotion of Alex Harrison to the post of general sales manager of 20th Century-Fox, effective immediately, a realignment of of the sales divisions was indicated yesterday. Harrison's appointment leaves the managership of the Western division vacant. Glenn Norris is Eastern division sales chief, while Arthur Silverstone is assistant general sales manager.

In announcing officially Harrison's appointment, which actually took place two weeks ago, Spyros Skouras, president, also paid tribute to Al

(*Continued on page* 2)

PERSONAL MENTION

SYD HYAMS, managing director of Eros Films of London, is arriving here today via B.O.A.C. from London.

•

ALFRED TAMARIN, assistant national director of advertising, publicity and exploitation for United Artists, has returned to New York from Chicago.

•

JAMES VELDE, general sales manager for United Artists, has returned to New York from Washington and Baltimore.

•

LEO F. SAMUELS, president and general sales manager of Buena Vista, has returned here from California.

•

HAL HACKETT, president of Official Films, arrived here yesterday from London via B.O.A.C.

•

MAURICE NEWTON, of the Paramount Pictures directorate, sailed for Europe yesterday from New York.

'Alexander' Has Its London Premiere

LONDON, March 22.—Robert Rossen's "Alexander the Great" had its global premiere here tonight before an international audience at the Odeon Leicester Square Theatre.

Film industry representatives, British royalty, celebrities and an international press corps were present at the showing of the United Artists film.

A closed-in circuit telecast to the auditorium of the theatre, a first in British TV history, beamed coverage of celebrity arrivals and lobby ceremonies onto the screen for the benefit of premiere patrons.

The UA release premieres in the U. S. at the Capitol Theatre in New York on March 28 under the sponsorship of the Metropolitan Council and the Cinema Lodge of B'nai B'rith.

'Roberts' Producer's Rights to Warners

Warner Bros. Pictures, Inc., announced yesterday that it had purchased the producer's rights to the motion picture, "Mister Roberts," from Orange Productions, Ltd. The corporation will pay as consideration, 37,000 shares of treasury stock, plus approximately 13,000 shares to be purchased by it on the New York Stock Exchange.

Cites Production Boom

Walsh Sees Good Year for Industry Labor Due to Film-TV Competition

By LESTER DINOFF

The competition between the television and motion picture industries and their current efforts to attain "quantity quality product" has resulted in a "boom in production" which will enable organized labor "to have a very good year in 1956," according to Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees.

Richard Walsh

Walsh, who currently is in Washington to discuss union business with the recently merged AFL-CIO, of which he is a vice-president, declared here this week that approximately 90 per cent of labor is engaged in production in Hollywood in motion pictures, live and film television.

"The competition within each industry is also another factor which is boosting labor, as one producer is pitted against another in turning out the best possible product in order to meet the ever increasing demand," Walsh said. "Labor will always be kept busy despite the slight trend in TV from live to film," he said.

Walsh also stated that the five-day work week at the Hollywood studios "will not harm or delay production in any way." Given time, this operation will smooth itself out and dispel producer complaints that the five-day work week raises production costs, he said, adding that approximately 60 per cent of studio IATSE members have been working on such a schedule long before the program was agreed upon.

Commenting on the effect of the AFL-CIO merger on the entertainment industry, the IATSE president said that this solidarity "will bring about a resolve to the problems between the competing unions in television and film. Working agreements and mergers between unions will be formulated in time." He cited the case of the publicists' union and guild here in New York as an example, stating that there "is no doubt that there will be efforts made to formulate a merger between them."

Concerned About Tax

Walsh, in discussing his trip to Washington, stated that he "may make a pitch" on behalf of the IATSE for the repeal of the remaining 10 per cent admission tax. He pointed out that the elimination of this Federal impost "may boost attendance in motion picture theatres."

COMPO Ad Tells Of Theatre Tax Threat

The 61st in the series of Council of Motion Picture Organizations advertisements in "Editor & Publisher," which will appear tomorrow, points out that the continuance of the Federal admission tax, which now yields $80,000,000 annually, threatens the existence of theatres with a combined valuation of $1,457,800,000.

Under the heading, "Penny Wise . . . $1,457,800,000 Foolish," the ad presents the facts about the tax's effect on motion picture theatres throughout the nation.

Gobel in Publicity Tour

TV comedian George Gobel, who co-stars in the Paramount release "The Birds and the Bees," will tour the country in connection with the promotional campaign scheduled for the Technicolor comedy. His itinerary is being planned by the promotion staff and will include a May 2 visit to Chicago and a May 4 stop at New York for premieres.

Harrison Installed

(*Continued from page 1*)

Lichtman, who is retiring as director of distribution. Under the new setup, William Gehring, who had been executive assistant general sales manager, becomes a vice-president and executive assistant to president Spyros Skouras.

Harrison joined 20th-Fox in 1935 as a poster clerk in San Francisco, subsequently becoming assistant booker and, after his military service, was named Western division booker, then branch manager and subsequently manager in Los Angeles. After becoming home office representative in 1952, Harrison was named Western sales manager. He is a native of Salt Lake City.

Former Loew Unit Sold

The sale of the former Loew's Palace Theatre in Brooklyn to a client of Milton Levitan of Gainsburg, Gottlieb, Levitan & Cole has been announced by the theatre realty firm of Berk and Krumgold. The 2,000-seat theatre is undergoing complete renovation.

IRE Is Told Sound And Picture Toll T Must Be Scrambled

Sound as well as picture must scrambled in subscription televi because the code which controls pay-TV signals can be broken, cording to Alexander Ellett and R ert Adler, engineers, who discus toll-TV at a symposium during closing sessions of the 44th anr convention of the Institute of Ra Engineers here.

The engineers stated that subsc tion TV has long been in the n and at a recent public test, it disclosed that it is now evident t sound must be scrambled as well the picture. This has been brou about by technical concerns wh have been "bootlegging," or break the code used as a control signal scramble the picture.

Two New Houses, 2 Reopenings for S&

CHARLOTTE, March 22. – I move interpreted as an expression confidence in the future of exhibit Stewart & Everett Theatres will o four theatres in the Carolinas in near future.

Two of the theatres are new two are being rebuilt. The Dr in Wilson, N. C., and the Moreh in Morehead City, N. C., both hea damaged by fire, will reopen, Drake on March 28 and the M head on April 20.

The Bragg Theatre in Fayettev seating 750, and the Center in Ja sonville, seating 1,000, are comple new. The Bragg will open on about Apr. 4, the Center on Apr.

Boys' Town Honors Mrs. G. B. Skouras

Mrs. George B. Skouras, wife the president of United Artists Th tres and the Magna Theatre Co received the Star of Solidarity, class award last night at the an Boys Town of Italy "Ball of Year" at the Waldorf Astoria.

Italian Ambassador Manlio Br presented the award to Mrs. Sko for her extraordinary services rende to Boys Town of Italy.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Sho

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington. J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign: single copies.

YOU EXHIBITORS HAVE ASKED FOR NEW TALENT THAT'S DYNAMIC AND DIFFERENT! HERE ARE 3 GREAT YOUNG STARS IN ONE EXCITING ATTRACTION! GET BEHIND THEM ... SELL THEM ... PROFIT WITH THEM!

Confidently presented
to your boxoffice by
PARAMOUNT
with a bow to
star-discoverer and
cademy Award Director
MICHAEL CURTIZ

CAROL OHMART
TOM TRYON
JODY LAWRANCE

THE SCARLET HOUR

VISTAVISION
MOTION PICTURE HIGH FIDELITY

Guest Star
NAT "KING" COLE
Produced and Directed by
MICHAEL CURTIZ
Screenplay by
RIP VAN RONKEL, FRANK TASHLIN
and JOHN MEREDYTH LUCAS

'Oscar' Films

(*Continued from page* 1)

won acclaim as the best actress of the year for her performance in the Hal Wallis production, "The Rose Tattoo," will be seen in her role by at least 3,500,000 film-goers in the next ten days, Paramount officials estimated. The film has been booked in over 100 important key cities nationally during the period, it was stated. Close to 800 situations will be involved.

'Samurai' Prints Ordered

Jacon Film Distributors, which is handling the release of "Samurai," the Japanese film which won the award as the honor foreign language film, is ordering more prints to fulfill orders, according to Bernard Jacon, president.

The nation-wide audience for the "Oscar" telecast over NBC-TV was estimated at 46,000,000, with a 15-city Trendex of 37.0 for the 10:30 to 11:00 P.M. time slot.

Speaking for UA, Heineman said "Marty" will have its second go around in the New York Metropolitan area on the RKO Theatres circuit, March 27-30. The film has already played the Loew's circuit. UA has ordered 200 more prints, bringing the total order to 475 prints. The production, which cost $343,000 to film, already has played 6,200 domestic situations. Heineman said that he expects the film to have 5,000 repeat bookings and 10,000 additional bookings in houses which haven't played it. The distribution director estimated that another "hundred thousand or so" will be spent to reactivate the previous advertising-publicity campaign on the film.

Big Drive for "Tattoo"

Paramount which, according to a company spokesman, took "a calculated risk" in going slow on the release of "The Rose Tattoo" in the hope of it winning one of the top category "Oscars," will now put the picture in mass release, backed up by all the "Oscar" publicity. One Paramount official "guessed" that the company will earn from $500,000 to $1,000,000 extra due to the "Oscar" award. He added that the eight nominations for awards received by the picture had a "tremendous boost" at the box-office for the picture, which at the time was put into 150 situations in anticipation of the picture getting the nominations. As when the picture received the nominations, special advertising and publicity has been prepared for the award, the Paramount spokesman stated. Loew's Theatres in Metropolitan New York postponed the mid-week opening of its new schedule from Wednesday to yesterday in anticipation that "The Rose Tattoo," which the circuit had booked, would win a major "Oscar."

Sees 200% Gain

In the foreign film category, there are only 22 prints of "Samurai" now working, according to Jacon. He said he could use another 50 prints on the Toho Co. production, adding that he has put in an order for additional prints from Japan. He estimated that the "Oscar" award improved the playing-time possibilities of the picture 200 per cent.

The Harder They Fall

(CONTINUED FROM PAGE 1)

ones, with the result that men may like the film better than women.

Showmen shopping for box-office entertainment should find it in this picture which was produced by Philip Yordan from the novel by Budd Schulberg. A cast topped by Humphrey Bogart, Rod Steiger and Jan Sterling, plus a towering seven-foot giant boxer, Mike Lane, could mean good opening business in most situations. The strength of the story, the tip-top production in every respect and the excellent direction by Mark Robson almost guarantees growth of grosses through "word-of-mouth."

The screenplay, which was written by producer Yordan, is tight in all respects and boldly conceived, in a manner which is likely to hold the audience's attention throughout. Under Robson, the atmosphere of the ring is caught by the black-and-white cameras with sharpness and authority, the fight sequences themselves being outstanding and highly realistic with pugilistic know-how, and the performances by the excellent cast are sound and believable to the point where the viewer twists and turns and lashes out at the "heavies" in the "squared circle."

Bogart portrays an out-of-work sports columnist who is hired by Steiger, the head of a gambling syndicate engaged in the fixing of boxing bouts, to build up Lane, the giant, in the nation's press and sell him as a superman on his way to capturing the heavyweight title. Bogart, eager to earn money and not be a "bum," begins his press agentry and it doesn't take too long before the gambling ring cashes in on "Toro," who in the meantime begins believing that he is invincible. Schulberg's story, it has been said, is comparable to the career of Primo Carnera, former heavyweight from Italy, who also had the big "build-up."

Lane, who has little to offer ringwise but his sheer size and strength, throws Steiger's plans out of kilter when he announces that he wants to go back home. The crisis is settled by Bogart, who, with words, does more to him than any of the giant's opponents in the ring. The giant, out of friendship for Bogart, goes into his final match, a championship bout and is "butchered." For those who want their brutality in a climactic slugging match, which might go beyond dramatic requirements, this is it. Bogart, in his "swan song" with Steiger, comes to a realization that he, too, has been "taken" by the crooked fight promoter in many ways. He reaches the boiling point when Steiger threatens him with extinction and tells his gang boss that he will now set out to expose him by writing a series of articles exposing the syndicate. Lane, meanwhile, has solved his own problems by returning to his homeland.

Miss Sterling portrays Bogart's wife in this picture and it is she who, after walking out on him, brings the sports columnist around to her honest way of thinking. Others excellently supporting the principals are Max Baer and Jersey Joe Walcott, two heavyweight boxing champions who put all of their ring experiences into good use in this film; Edward Andrews, Harold J. Stone, Carlos Montalban, Nehemiah Persoff, Felice Orlandi, Herbie Faye, Rusty Lane and Jack Albertson. Appropriate music for "The Harder They Fall" was composed by Hugo Friedhofer and conducted by Lionel Newman.

Running time, 109 minutes. Adult classification. Release in April.

LESTER DINOFF

Folsom Opposes

(*Continued from page* 1)

65 to 62 and for a new disability benefit program at age 50.

Folsom told the Senate Finance Committee that he would oppose initiating "at this time any further major innovations or broad departures in principle that would increase taxes substantially and raise serious uncertainties for the future."

He repeated the administration's recommendation for a law change to permit employers to pay Social Security taxes and income withholding taxes on one consolidated return.

Skouras Praised for 'Space' in Congress

WASHINGTON, March 22. – Rep. Dewey Short of Missouri, ranking Republican on the House Armed Services Committee, today strongly praised 20th Century-Fox president Spyros Skouras for the production of "On the Threshold of Space."

Short cited the accuracy and drama of the picture, and said the film showed airmen exhibiting the same "very special kind of courage" that Skouras had shown in coming to America and rising to the top of a great industry. The film shows Skouras' conviction, Short told the House, that "a free America is the greatest country in the world."

PEOPLE

Ted Werner, who had divided
time as a salesman for Republic
tween the Albany and Buffalo
change districts, is now a full-t
salesman in the Albany territory.

□

William Goldman, president
William Goldman Theatres, Phila
phia, has agreed to serve again
vice-chairman and working head
the civilian group planning proj
for Armed Forces Day in Phila
phia, May 19.

□

W. C. Patterson has been appoi
assistant booker for the Cres
Amusement Co., Nashville, Te
Patterson has been with the comp
for the past 15 years.

□

Mrs. Thelma Haglund, head bo
for Universal-International in Atla
is on leave to recuperate from an
ness.

□

Hobart Love, formerly manage
the Strand, Montevallo, Ala., has b
appointed manager of the Wa
Theatre, Selma, Ala., a unit of Wi
Kincey Theatres. He succeeds **Gl**
Smyly who has left for the Army

Academy TV Show

(*Continued from page* 1)

by an estimated 46,000,000 peo
did no harm at all.

Among those who stated that t
box-office was hurt, a number poi
out that there are long-range be
fits from such a telecast, mention
the good-will won by the indu
and the publicity given to "Os
winners, publicity which is expe
to give the winning pictures a b
at the box-office.

One circuit executive, saying he
only was speaking for himself,
highly critical of the nights selec
for the nominations and awards
year. Wednesday, he said, is
opening day for films in 90 per c
of the theatres in the U. S. and w
an Academy telecast is held t
night, he added, "we're compet
against ourselves."

This year, unlike previous ye
there were hardly any comme
made against the commercial sp
sorship of the show, sponsored by
Oldsmobile division of General
tors. There were many laudatory c
ments on the way the show was h
dled and on Jerry Lewis' role as m
ter of ceremonies, the sentiment be
that the entire performance
favorable to the motion pict
industry.

In previous years, due to dis
isfaction with the handling of
Academy show, a great deal of se
ment was expressed within the tr
that the industry itself should sp
sor the show.

OA Officials Heard by SBC

(*Continued from page 1*)

came when subcommittee chair- Humphrey (D., Minn.) ques- ed whether exhibitors wouldn't be ing into an "intolerable" situation divorced circuits were permitted engage in production again, with -run rights on their own films. mphrey also sharply criticized the tice Department for not policing Paramount case consent decrees re effectively.

Three Associations Represented

rbitration and increased film pro- tion were the major topics run- through the testimony today as subcommittee wound up two full ys of hearings, during which it rd spokesmen for three major ex- itor associations and for the in- stry tax relief committee. Distrib- r and Justice Department officials l be heard some time after Con- ss returns from its Easter recess. specific date has been set yet.

Humphrey's doubts about permit- g the divorced circuits to re-enter duction with preemptive rights on ir own films—something Justice has rmitted for Stanley-Warner and tional Theatres—were voiced dur- g testimony by TOA president My- n Blank. Blank had outlined the quest TOA and Allied made to Jus- e along these lines.

Fears Return to Former Status

Humphrey wanted to know how e decree in the Paramount case ould apply, and whether this wasn't return to exactly where you were fore the Paramount case?"

"No," Blank answered. "It's an volved subject, but it wouldn't ean that at all." Divorced circuits tering into production now would t be able to operate as companies d before the decree, he maintained. e pointed out that cross-licensing nd forced selling are now enjoined y the Paramount case decrees.

The question was picked up later y Louis Odom, committee counsel. e asked whether "the preemptive ights to the picture would be limited o the company making the picture."

"We ask that the man who risks illions of dollars" in production be llowed to run it in his theatres first," lank replied. "In order to induce im to take the risk, we ask that he ave first run of the picture, but then e will sell it to all the other heatres."

Odom wanted to know if "this would improve things?"

Sees Wide Benefits

Blank said it would "improve the position of every theatre in the country."

Humphrey then asked whether the exhibitors weren't "developing here to correct present abuses a system which might become even more intolerable" than the situation which existed before the decree?

Blank replied that the Department of Justice would be watching the situation.

"I'm not too excited about the way the Department of Justice has been acting so far," Humphrey said, "at least not on the basis of yesterday's testimony." He said he had gathered "there was something wanting in Justice's operation" and that he was "concerned with it." He told Blank "other people have made complaints about the failure of the department to do what it was supposed to do."

Blank bitterly attacked the producers for not turning out enough good films and for demanding unreasonably high rentals for their films. He told the subcommittee that with a normal supply of pictures—"approximately 450 a year"—and with an effective system of arbitration, "the industry will again become and will remain a strong and healthy industry."

Levy Explains Withdrawal

Levy testified how TOA had at first supported and then withdrawn support from the arbitration draft of last October.

"We have temporarily withdrawn our support," he said, "but we are prepared at this moment to sit down with Allied States in an all-industry conference, to attempt to go farther to establish a system for a trial run of one year, which will have a broader scope and which will include the arbitration of film rentals." He urged the committee "to recommend strongly to the industry that it sit around the conference table."

Schoeppel asked whether TOA had withdrawn support from the October draft in return for Allied's support in asking justice to approve film production by divorced circuits.

Calls Scope Too Limited

Levy replied that TOA had withdrawn because the scope of the draft was too narrow and "we would have no part in whitewashing" the distributors before the committee. The October draft might have been broad enough in 1953, he said, but it wasn't broad enough to cover the current situation. TOA is still devoted to arbitration, he insisted.

Schoeppel asked if TOA would arbitrate film rentals.

"We'll go one step further," Levy answered. "If the distributors are afraid that they'll come in on a one-way street, we say that if an exhibitor asks for a contract price decrease, the distributor in that case may ask for an increase over the contract. We'll give them the right to ask for more money on the same set of facts on which the exhibitor comes in and asks for less."

At this point distributor attorneys in the audience broke into laughter. Humphrey, however, said Levy had "given real credence" to his offer to sit down with the distributors.

Three Suggestions from Keresotas

George C. Kerasotes, assistant to Blank, said exhibitors would be helped if a three-point program were put into effect. He listed a sliding scale for film rentals, increased production of pictures, and an industry arbitration system.

Final witness today was Harry Brandt, president of the Independent Theatre Owners Association. He spent more than two hours excoriating Abram F. Myers, general counsel of Allied States.

Myers' main interest, Brandt said, "is to keep the industry in a constant state of turmoil, and he has succeeded only too well."

Brandt specifically attacked Allied's request for federal regulation of the film industry. He urged the subcommittee to support repeal of the 10 per cent federal admissions tax; legislation to permit theatre owners to obtain federal loans; an industry arbitration system without film rentals; and permission for divorced circuits to produce films.

Re-Financing Difficult

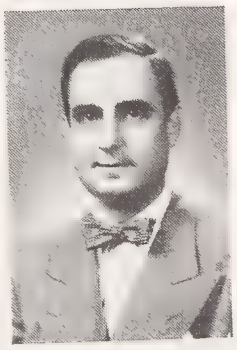
Brandt stated that motion picture theatre operators "find it increasingly difficult to re-finance mortgages in order to obtain capital." He urged the committee to recommend legislation to permit theatre operators to get loans "from or through the intercession of the Small Business Administration.

Myers told the subcommittee that he had been "featured" at some length by Brandt, whom he called "the film companies' hatchet man," and asked for permission to place his answer in the record. Sen. Morse (D., Ore.), acting as chairman of the committee, agreed.

Presented TOA Views Before SBC

Herman Levy

Myron Blank



George Kerasotes

Asks Exhibitor Poll On Trade Practices

From THE DAILY Bureau

WASHINGTON, March 22.—Senate Small Business Subcommittee chairman Humphrey (D., Minn.) today suggested that the nation's exhibitors be polled for their views on arbitration and film production by the divorced circuits.

After hearing officials of Allied States Association, the Theatre Owners of America and the Independent Theatre Owners Association give their views, Humphrey said "it would be very helpful" to the subcommittee if the three associations could poll their membership and get the feelings of individual exhibitors on arbitration generally, arbitration of film rentals specifically, and preemptive showings by divorced circuits of their own films.

Contacted Senators

O'Donnell Says SBC Will Ask For Tax Relief

From THE DAILY Bureau

WASHINGTON, March 22.—The Senate Small Business sub-committee currently investigating exhibitor complaints against distributors can be expected to recommend to Congress that the 10 per cent tax on motion picture theatre admissions be repealed.

R. J. O'Donnell

Committee chairman Humphrey has declared that at least three members of the five-man subcommittee are in favor of elimination of the tax.

Humphrey told this to Robert J. O'Donnell, appearing before the committee as chairman of the National Tax Campaign Committee of the Council of Motion Picture Organizations. O'Donnell had requested the committee to ask Congress for repeal of the tax.

Senators Agreed, He Says

"Senator Schoeppel, Senator Goldwater and myself are in agreement with the position you have taken," Humphrey said.

Pointing out that the SSBC has recommended the repeal of the tax in 1953, O'Donnell told the committee that of the 19,200 picture theatres in this country, 5,200 are operating at a loss and 5,700 are doing only a little better than breaking even. Therefore, O'Donnell added, in reaching for $80,000,000, the approximate amount collected in admission taxes last year, the government is imperilling the existence of 10,900 theatres.

Bing

"ANYTHING GOES"

Paramount

All
he News
That
s News

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ɔitribution

ill Opposes ·bitration of lm Rentals

l Spell Out Views ore SSB Hearing

change in distribution senti- regarding the question of arbi- ı of film rentals was in evidence weekend in the wake of the ington hearings, where both re Owners of America and Al- States Association witnesses a strong bid for making film s an arbitrable subject.

ıe distribution executives, when their views, responded that was nothing in the develop-

(*Continued on page* 22)

hnicolor's Profit)64,820 for 1955

ıet income for 1955 of $2,064,- s reported for Technicolor, Inc., Technicolor Motion Picture , in a statement issued to stock- rs on Friday by Dr. Herbert ılmus, president. The year's net, Kalmus points out, is equal to per share and compares with a

(*Continued on page* 22)

RTB Asks Data 'Bait-Switch' ads

From THE DAILY Bureau

uision oday..

WASHINGTON, March 25. — The Television Code Review l of the National Association of and Television Broadcasters has the public to forward com- ts on "bait-switch" advertisng on ision. This is a type of advertis- where a company advertises a in it has no intention of selling der to lure customers into a store then induce them to buy higher- d wares.

Television Today

IN THIS ISSUE **PAGE 23**

- **Visiting New York, Sir Ian Jacob, director general of the BBC, offers some candid opinions on the BBC, American broadcasting and related matters.**
- **Spotlighting the news in Television Today.**
- **Passing in Review—The week's highlights in shows.**

For Views on Trade Practices

ITOA to Specifically Ask SSBC To Issue Exhibition Questionnaire

The Independent Theatre Owners Association of New York will specifically request the Senate Small Business subcommittee, through its chairman Sen. Humphrey (D. Minn.), to draw up a questionnaire which will be forwarded to the nation's exhibitors for their views on industry trade practices, arbitration and film production by divorced circuits, Harry Brandt, ITOA president, declared here at the weekend.

Brandt, who was an exhibition witness at last week's SSBC hearings in Washington, declared that the Congressional committee "should be the one to prepare any questionnaires concerning theatres, not exhibition trade associations."

Sees Rentals Most Vital

The first question which the SSBC should ask American theatremen is "Do you want to arbitrate film rentals," Brandt stated, adding that the next most important question should be concerned with whether or not an exhibitor needs financial aid. Other important questions which the SSBC should ask is, "Do American theatremen want arbitration, film production by divorced circuits, product shortages and other pertinent points," he said.

Brandt said that as far as his association is concerned, the membership's viewpoints on industry trade

(*Continued on page* 8)

MGM's 65mm Start in April

M-G-M's 65mm. process, which will be utilized for the first time in the filming of "Raintree County," is adaptable for any type screen, ranging from those employing "super-roadshow" prints of a 3 to 1 ratio to a standard sized screen, it was announced here at the weekend by Loew's, Inc.

Dore Schary, vice-president in charge of the studio, also announced that "Raintree County" would go before the newly-delivered 65mm. cameras on April 2. He called the picture the highest budgeted domestic production ever to be filmed by the studio, saying the film will cost $5,000,000.

The company stated that "a single negative filmed in 65mm. can supply super-roadshow prints in 3-1 ratio of width to height, filling the largest screens in use today—or even larger

(*Continued on page* 8)

Senate Report

Liberalization, Adherence to Codes Urged

Industry Self-Regulation Praised by Kefauver

By J. A. OTTEN

WASHINGTON, March 25.—The Senate Judiciary Subcommittee studying juvenile delinquency said the industry should liberalize its production and advertising codes, and then stick to them better than at present.

The subcommittee issued a 71-page report assessing its study of the effect of motion pictures on teen-age crime. The subcommittee concluded that

(*Continued on page* 6)

Anti-Trust Bill Asks Penalty for Officials

From THE DAILY Bureau

WASHINGTON, March 25.—Senator Humphrey (D., Minn.) has introduced legislation providing civil penalties for corporation officials responsible for criminal anti-trust violations.

The bill states that officials who

(*Continued on page* 8)

Expect Senate Action On Corporate Tax

From THE DAILY Bureau

WASHINGTON, March 25. — The Senate this week is expected to approve legislation extending the 52 per cent corporate tax rate another year.

It would otherwise drop to 47 per cent on April 1. The Senate Finance Committee on Friday approved a House-passed bill to continue the 52 per cent rate until April 1, 1957. The committee acted after hearing Secretary of the Treasury Humphrey again oppose any tax cuts this year.

1955 Academy and TV Awards Issue

PERSONAL MENTION

ROBERT ROSSEN, producer, arrived in New York over the week-end from London.

•

JAMES HARRIS and STANLEY KUBRICK, independent producing-directing-writing combine, left here for the Coast over the week-end.

•

MILTON E. COHEN, United Artists Eastern and Southern division manager, has returned here from Baltimore, Washington and Philadelphia.

•

RUSSELL HOLMAN, Eastern production head for Paramount, arrived in New York yesterday from London via B.O.A.C.

•

CHARLES FELDMAN, Universal vice-president and general sales manager, will return here from the Coast today.

•

ANN STRAUSS, M-G-M studio publicity dept. member, left here yesterday for the Coast.

•

JOSEPH GOULD, United Artists advertising manager, left Atlanta over the week-end for Miami.

•

CYD CHARISSE arrived in New York over the week-end from the Coast.

W.B. Contest Open to Film Row Secretaries

Thirty-two secretaries from 32 domestic exchange cities will be feted in Hollywood during a three-day all-expense-paid vacation starting April 5 as winners in the Warner Bros. contest "A Miracle Can Happen To You."

Planned in conjunction with the Warner film, "Miracle in the Rain," the contest is open to every female secretary in exchange cities. The only condition to entering the contest is the submitting of photograph by a secretary to her local contest editor.

Tab Hunter and Peggie Castle will greet the winners at the airport and join them in the newsreel and press photographic coverage being arranged.

Nationwide 'Sneaks' For Univ.'s 'Tiger'

Universal's "Toy Tiger" will be given a series of exhibitor theatre "sneak previews" in key cities from coast to coast during Easter Week to enable the company's exhibitor customers to see the picture with the benefit of theatre audiences.

"Toy Tiger" is not scheduled for release until July but the company plans an early launching of its selling and promotional campaign.

Not a Government Matter

UK Will Not Initiate Talks To Promote Films in U. S.

By WILLIAM PAY

LONDON, March 25.—"Although we are anxious that British pictures should be as widely shown in the United States as possible, we will not initiate discussions with the U. S. Government aimed at promoting the exhibition of British films in the U. S. market."

This was stated in the House of Commons by Derek Walker-Smith, Parliamentary Secretary of the Board of Trade. He added:

"This is not a matter for negotiation between governments. The Anglo-American film agreement was not negotiated with the U. S. government nor with U. S. exhibitors but with the organizations which represented the producers and distributors in the U. S., who were by law separate from the exhibitors."

'Incentive Provided'

The terms of the Anglo-American film agreement, Walker-Smith said, provided an incentive for American distributors to apply the Western Hemisphere distribution rights for British films. It was for them, then, to persuade the American exhibitors to show these British films.

The government spokesman was replying to a question from Stephen Swingler, Labour member. He had asked: "Has the Board of Trade consulted British film producers about the matter of circuit bookings as, by negotiation, Britain provided a large market of circuit bookings for American films in the United Kingdom. Also as British film producers were advertising in the American press because their films were boycotted by American circuits, the government surely ought to take action to promote reciprocal arrangements."

Celebrities Invited To 'Alexander' Bow

Industrial officials, governmental officers and celebrities of stage, screen and television will attend the 28th benefit performance of Robert Rossen's million - dollar CinemaScope spectacle "Alexander The Great" at New York's Capitol Theatre on Wednesday night.

George Jessel will emcee a coast-to-coast TV broadcast of the premiere festivities via the NBC-TV program "Tonight."

Cinema Lodge Sponsor

Cinema Lodge and the Metropolitan Council of B'nai B'rith are sponsoring the premiere for the benefit of the National B'nai B'rith Agency. Rossen produced, directed and wrote the United Artists Technicolor spectacle, shot in location in Spain, and stars Richard Burton, Fredric March and Claire Bloom in the leading roles.

Oscar's 37.8 Trendex Was Near the Top

That the 28th annual Academy Awards presentations ceremonies retained as much popular favor as any of its predecessors was impressively demonstrated by the NBC network's estimate of a TV viewing audience of 46,000,000 last Wednesday night.

Trendex for a 15-city count covering the 10:30 to 11:00 P.M. time slot, E.S.T., was 37.0.

CBS Reports Most Successful Year

The year 1955 exceeded all previous records for volume and profitability of CBS operations, it was reported in the annual report of Columbia Broadcasting System, Inc., now being distributed to the organization's stockholders.

Net revenues and sales reached $316,600,000, up 12.9 per cent over 1954, the previous high in the company's history. Consolidated net income was $13,400,000, compared to the previous high of $11,400,000 in 1954, an increase of 17.4 per cent.

Based on the 7,331,111 average number of shares outstanding and reflecting the split-up in April, 1955, earnings were $1.83 per share, compared to $1.62 per share in 1954. Cash dividends of 76⅔ cents per share were paid during the year. A stock dividend of 2 per cent was also paid in December, 1955.

Expect ELC Verdict Some Time in May

A decision in the Eagle-Lion-Classics suit against RKO and Loew's Theatres is expected to be handed down early in May by Federal Judge Archie Dawson who has taken the case under advisement.

The parent company of ELC, Chesapeake Industries, charged inability to get sufficient play-off of Eagle-Lion-Classics product in the New York Metropolitan area and has sued for $15,000,000.

Original briefs were filed late in February and applied or answering briefs were submitted March 16, according to the schedule given by Judge Dawson.

Net Loss of $3,674, Is Reported for 19 By Du Mont Lab.

Allen B. Du Mont Labora
Inc., at the weekend reported
income of $58,801,000 for 195
clusive of income from broadc
operations, and a net loss of $
000. Comparable figures for
showed gross income of $71,4
and earnings of $870,000, p
capital gain of $6,727,000 fro
sale of televisoin station WDT

The 1955 loss is equivalent
loss of $1.56 per share of co
stock.

Loss from Broadcasting

In its annual report to stoc
ers, the company points out th
loss figure included a special
tory reserve of $1,400,000 and
of $2,859,000 from broadc
operations, which are no longe
ducted by the company. Broa
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the company in a spin-off of t
Mont Broadcasting Corp., com
on last Dec. 2.

David T. Schultz, who b
president of the company on J
reported that over-all ope
figures for the first two mon
this year show that the co
is currently operating at a small
The results have been adverse
fected by the present weakness
television receiver business, he

Jones Heads Dall Continental Office

Continental Distributing Inc
opened an exchange in Dallas
the management of Ray Jones.
Office will handle the Texas,
homa and New Mexico territor
Continental.

Jones was formerly an ex
with the Interstate Theatre Cir

HAWAII HOLIDAY!

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for the fastest, most luxuri
service. Or fly United Air C
with exclusive 2-abreast sea
comfort.

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United Artists

proudly congratulates

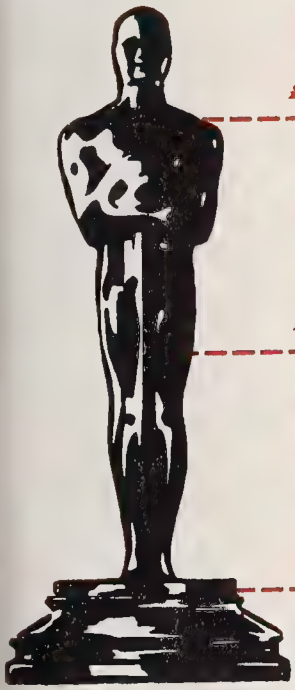
The Hecht-Lancaster Companies

and

Producer Harold Hecht

on the

ACADEMY AWARDS



to **HAROLD HECHT**
"Best Motion Picture of the Year"

to **ERNEST BORGNINE**
"Best Performance by an Actor"

to **DELBERT MANN**
"Best Achievement in Directing"

to **PADDY CHAYEFSKY**
"Best Screenplay"

for

"MARTY"

Hecht-Lancaster presents "Marty" starring Ernest Borgnine and Betsy Blair
Story and Screenplay by Paddy Chayefsky • Directed by Delbert Mann
Produced by Harold Hecht • Associate Producer: Paddy Chayefsky

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PARAMOUNT IS PROU
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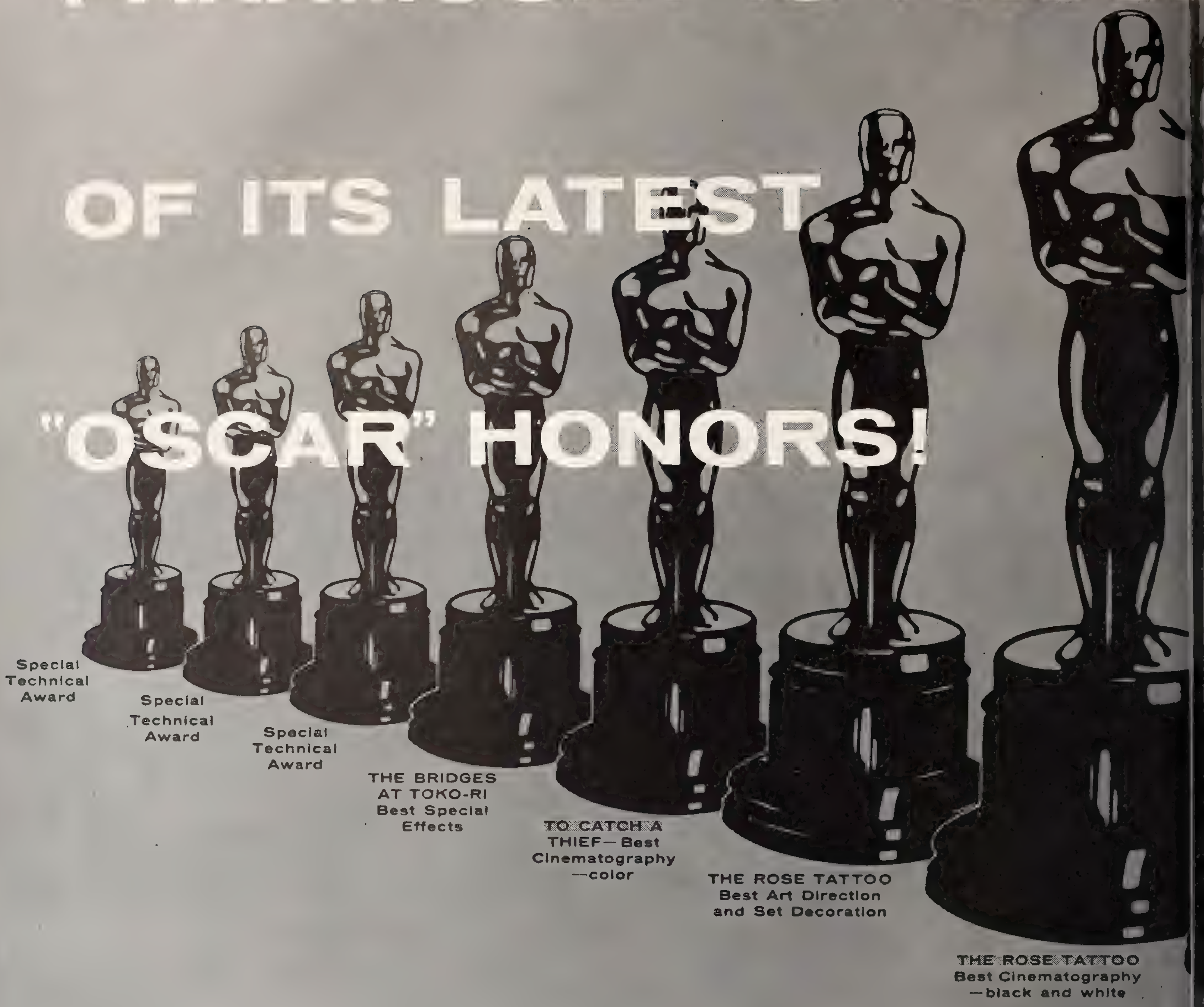
Special Technical Award
Special Technical Award
Special Technical Award
THE BRIDGES AT TOKO-RI Best Special Effects
TO CATCH A THIEF—Best Cinematography —color
THE ROSE TATTOO Best Art Direction and Set Decoration
THE ROSE TATTOO Best Cinematography —black and white

Paramount gratefully acknowledges its appreciation
Members of the Academy of Motion Picture Arts an
adds its congratulations to the winning talents w
new distinction to themselves and to Paramount.

ROSE TATTOO
est Actress

Board and
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ve brought

BEST ACTRESS

Anna Magnani in Hal Wallis' "THE ROSE TATTOO." Fourth year in succession that "Best Actress" has been won for a Paramount picture, as Miss Magnani joins Grace Kelly, Audrey Hepburn and Shirley Booth in receiving this Oscar.

BEST ART DIRECTION (black and white)

Hal Pereira and Tambi Larsen for "THE ROSE TATTOO."

Best Set Decoration (black and white)

Sam Comer and Arthur Krams for "THE ROSE TATTOO."

BEST SPECIAL EFFECTS

Perlberg-Seaton's "THE BRIDGES AT TOKO-RI."

SPECIAL TECHNICAL AWARD

Loren L. Ryder, Charles West, Henry Fraker and Paramount for projection index for framing various aspect ratios.

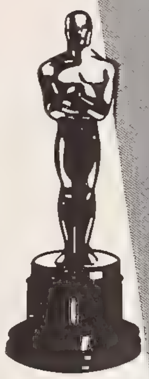
SPECIAL TECHNICAL AWARD

Farciot Edouart, Hal Corl and Paramount for double-frame, triple-head background projector.

SPECIAL TECHNICAL AWARD

Farciot Edouart, Hal Corl and Paramount for improved dual stereopticon background projector.

AND



VISTAVISION

SWEEPS THE PHOTOGRAPHIC FIELD!

For Black-and-White!

BEST CINEMATOGRAPHY

James Wong Howe for "THE ROSE TATTOO."

For Color!

BEST CINEMATOGRAPHY

Robert Burks for Alfred Hitchcock's "TO CATCH A THIEF."

Ask Liberalization, Adherence to Cod

Senate Group Hits Emphasis On Crime, Sex

(*Continued from page* 1)

films have a powerful impact on juvenile behavior and that many recent films, and much recent film advertising, have probably promoted juvenile delinquency by their emphasis on crime, violence, brutality and sex.

While there was much criticism of the industry, there was also even more praise for the industry's attempts at self-regulation. Indicating that some of the flouting of the codes might arise from too-tight restrictions in the present code, the subcommittee said the Motion Picture Association of America should "inaugurate changes in the codes which are warranted in the light of the social changes which have taken place since they were written." Then, the subcommittee said, "the movie industry should recognize the value of adhering to code policies."

The report stoutly condemned any attempt at government censorship of the industry.

'Great Majority Sincere'

The subcommittee said "the industry generally does a fine job in regulating itself" and that "the great majority of people in the film-making business are sincere in their efforts to make good product." It praised the industry for its many films promoting good citizenship and international understanding, combating crime and delinquency, and otherwise helping worthy causes.

It said the producers who are defying the production code "represent a fraction of the total number of producers," and declared that what these "argumentative producers, writers and directors fail to realize is that the Production Code is actually a buffer between them and the large group of zealots who would impose censorship on their endeavors. Rather than restrict their artistic proclivities, the code allows them certain freedoms, albeit within bounds, that they may otherwise be deprived of if controls of their own design and application were not present."

Lauds PCA Efforts

"Whether or not this group of producers will impair the effectiveness of the code remains to be seen," the report said. It declared that the Production Code Administration is trying to bring these producers in line and said the subcommittee would watch and report on the situation at a later date.

Other subcommittee recommendations included: that the production and advertising code administrations consult psychiatrists and other trained professionals; that the industry do a better job of educating the public on the positive achievements of the codes; that the public recognize how sensitive film companies are to box-office pressures and realize the potential that theatregoers have for shaping film production policies; and that the major studios producing films for television submit these films, also, for Production Code approval.

Headed by Kefauver

The subcommittee is headed by Sen. Estes Kefauver (D., Tenn.), who issued a statement praising the motion picture industry for the "full cooperation" given the subcommittee during its investigation and its hearings in Los Angeles last June. He said he had been promised by industry leaders that "better pictures for our young people will result from the investigation."

The report said that "while the basic principles (of the production code) are sound, some of the restrictions in terms of subject matter, for example, are not in keeping with the social changes that have transpired since it was written. While television has rendered hour after hour of drama dealing with many phases of various social problems, the Production Code still forbids the treatment of many of the subjects in motion pictures."

Feels It Is 'Overly Moralistic'

Revolt against antiquated portions of the code by indignant producers "only tends to weaken the whole structure of self-regulation which has been developed in the past 30 years," the report said. "The subcommittee feels that in the past the framework and administration of self-regulation have been overly moralistic and too closely related to the immediate expediency of the motion picture industry.

"This lack of flexibility of story content is not surprising in view of the social attitudes in existence at the time of the code's inception. But a screen maturely performing the functions of mass communication demands a wider orientation. What is needed now is an effort on the part of the industry itself to perform the positive function of enlarging the scope of the screen."

Accordingly, the report called on the MPAA board to change the production and advertising codes, "since at present they do not encourage the screen in attaining its full stature as a civic and artistic medium." The report said that the board, in doing this, should consult with talent guilds, other industry officials, educators, religious leaders and professional people.

At the same time that the subcommittee called for liberalization of the code, it criticized sharply the individual producers and companies that didn't abide by the code and indicated that the production and advertising code administrations were trying to do a good job in the face of considerable lack of support from particular companies.

Decries Violence in Films

"The violence and brutality in motion pictures which has coincided with increased behavior of this type on the part of young people must be counteracted with a strong insistence on the part of the motion picture producers to adhere to the principles of the production code which outlaw this type of film content," the report stated.

The subcommittee discussed at length the growing number of complaints it has been receiving about the content of films and film advertising, and suggested that MPAA report annually to the public on the number and kind of changes it had forced in films during the production process and in film advertising, in order to show how much worse things would be if it weren't for the code. It said MPAA should also "contest the decisions of censor boards which request additional changes or deletions which the association believes unwarranted."

Suggests Psychiatric Assistance

Noting that many foreign censorship boards have psychiatrists, doctors and other professional men working with the boards as advisers, the subcommittee said it endorsed "the use of professional knowledge by the code staff, and conceivably a relationship could be established with fine

Praises Wo
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The subcommittee said the
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international affairs." It declar
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the highest attainable accompli
by the movies."

TV Competition a Fact

The report said various
have been advanced for the i
in motion picture violence, in
the need to meet television c
tion, the feeling that these t
films are what the public de
see, the increasing resistance
part of some producers to wh
feel to be unfair restrictions
Production Code, and the feeli
the young people today are
more and more to TV for thei
tainment. "Therefore, the
kind of responsibility to sa
this very young audience as
heretofore has been relaxed,"
port said. "The more matur
ence is given consideration."

It is said that very lately
seemed to have started tow
violence, but that this result
a realization that many cu
didn't like and wouldn't p
these films. "The desire for
to the code restrictions," the
said, "seems to be inspired
rather than by any growth of
sional consciousness or sense
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The subcommittee said Pr
Code Administrator Geoffrey
lock was a "man of integrity
telligence" and that his eff
curtail film violence were to
mended.

Warns of Censorship

The subcommittee warned t
less the industry improves the
of its films and gives more aw
to the needs in the field of c
pictures, there may be an in
public demand for censorship

The report said there ar
possible solutions for controll
content—censorship, complet
dom with only penal sanctio
self-regulation. It said that
these would produce a univers
ceptable solution, and that se
lation seemed the answer p
by the industry.

The 71-page report was
mented with a 51-page appen
taining the text of the product
ad codes, lists of public pre
groups, lists of state and city
boards, a bibliography and
material.

Judge Films With the Full Sound Track, Senate Committee Advises the PCA

From THE DAILY Bureau

WASHINGTON, March 25.—The Senate Judiciary subcommittee studying juvenile delinquency said the film Production Code Administration should pass on films with the sound track in, and not on a silent version.

In its report, it said that many times the Production Code Administration sees films without the entire sound track, and that many scenes that are unobjectionable in a silent version take on quite a different impact when combined with a particular sound track. "The obvious answer," the report said, "is that the administration require the producers to submit the finished film with the entire sound track dubbed in for the final viewing. Quite naturally, much of the impact of brutal, violent, sadistic or horrible scenes may be due to the combined visual audio manifestation emanating from the screen."

BORGNINE WINS*

AND COLUMBIA'S GOT HIM IN

JUBAL

GLENN FORD · ERNEST* BORGNINE · ROD STEIGER

The Academy Award-winning star of "Marty" in his most powerful role!

Remember his name...

JUBAL

You'll remember his story!

introducing VALERIE FRENCH · FELICIA FARR with BASIL RUYSDAEL · NOAH BEERY, Jr.

Screen Play by RUSSELL S. HUGHES and DELMER DAVES · Based on a Novel by PAUL I. WELLMAN

Produced by WILLIAM FADIMAN · Directed by DELMER DAVES · A COLUMBIA PICTURE

CINEMASCOPE Color by TECHNICOLOR

ITOA to Ask

(*Continued from page* 1)

practices could be obtained "almost immediately. All we have to do is to call a meeting." The ITOA president, however, indicated that it would be best to have the SSBC draw up the questions and have the questionnaires made returnable to the SSBC for compilation as a compilation by individual exhibitor groups might be "colored."

TOA Had Poll in January

Theatre Owners of America, in mid-January, sent out a questionnaire to some 3,600 members covering 9,000 theatres. Exhibitors were asked for viewpoints on U.S. regulation of the entire motion picture industry and of film rentals; for opinions concerning the production and distribution of films by "former affiliates;" for approval or disapproval of an industry arbitration system; for comment on whether high film rental terms have forced increased admission prices; conditioning the rental of one feature on that of another or others, or on shorts or newsreels; extended playing time and advanced admission prices as a condition for getting a particular picture and the clearance situation and alleged unfair trade practices in general.

According to a TOA representative here, a number of the answers to questionnaire were introduced during the SSBC hearings last week by that association's officials. He did not clarify just what the answers were nor when a complete compilation of the TOA survey would be made public. Herman Levy, TOA general counsel, had stated, prior to the SSBC hearings, that the compilation would be made public.

The Brandt statement on the questionnaire issue was brought about by Sen. Humphrey's suggestion that the nation's exhibitors be polled for their views on arbitration and film production by the divorced circuits. Sen. Humphrey said that such a questionnaire "would be very helpful" to the subcommittee.

To Stage 'Conqueror' All-Night Showing

Anticipating overflow business which Howard Hughes' "The Conqueror" has attracted in other pre-release engagements, the Criterion Theatre in New York will keep its doors open all night until dawn when RKO picture opens next Friday, it was announced by Walter Branson, RKO's vice-president.

Record 'Wonders' Sale

Advance mail order sales for the engagement of Lowell Thomas' production in Cinerama of "Seven Wonders of the World" has reached a total of $59,350, which, according to Stanley Warner, sets a new record for motion pictures. Premiere will take place at the Warner Theatre here on April 10.

Limited number of

TICKETS AVAILABLE

at $5.00 & $10.00

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or at the office of Cinema Lodge

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Benefit Night to
Metropolitan Council
B'nai B'rith in
association with
Cinema Lodge

Gala Premiere
WEDNESDAY
at Capitol Theatre,
8:30 P.M.

DuArt Develops New Laboratory Process

A new film laboratory process, that of using a spray method on black-and-white films rather than the conventional emersion system, has been introduced by DuArt Film Laboratories, Inc., of New York.

Developed over a period of years by technicians and the firm's engineer, Ralph Whitmore, Jr., the system has resulted in the speed-up of film processing and the elimination of "tracers" and "shadows" on 16 mm. and 35 mm. negatives, according to Al Young, president. Rendering the best possible definition, the spray method permits the processing of films in a four-minute period as contrasted wtih the 45-minute interval needed in the conventional system, Young added.

Transition Completed This Month

Processors for CBS-TV newsfilm, Du-Art completed the transition to spray methods earlier this month and has mapped plans for the removal of emersion equipment since the spray process will be a full-time operation. The spray machine, of which there are four at DuArt, is 10 feet in length, three of which are in a loading darkroom and the remaining seven in the operating chamber. The rapid changeover for switching to special chemical solutions, such as is necessary to develop sound track negatives, is possible because a maximum of five gallons is all that is needed to insure perfect development, Young disclosed.

Accordingly, both 16mm. and 35 mm. films may be handled by the machine without modifications. All four spray machines are now in operation and will be ready for full-scale production next month.

Anti-Trust Bill

(*Continued from page* 1)

authorize acts which violate the anti-trust laws shall forfeit to the U. S. an amount up to twice the pay they received during the period of the violation, and also that they can be enjoined from further work for their company permanently or for a limited period of time. Humphrey said the bill was necessary to discourage violations because the criminal penalties provided under present law are never invoked.

'Survival City' Booked

"Survival City," 20th Century-Fox's Academy Award winning one-reel short subject, will open in 128 theatres in the Greater New York area tomorrow, Lem Jones, short subjects sales manager, announced.

Acquires 'Keller Story'

Louis de Rochemont Associates has acquired world-wide distribution rights to this year's Motion Picture Academy Award winner, the documentary feature, "Helen Keller in Her Story."

REVIEW:

Jaguar

Republic

MURDER, REVENGE AND the law of
wild in the Amazon jungles of S
America are the highlights of this
public production that stars Sab
a more mature role as a jungle
Although use is made of stock s
of jungle battles, the film directe
George Blair enables Sabu and
quita to establish themselves as fi
box office attractions.

Barton MacLane, who gives a
vorable performance, gives fine
port to the headliners in the
action that reveals how aspiring
with evil intentions fall prey to
law of the jungle.

Sabu is impressive as the ju
guide who assists MacLane, a
oil speculator, in his attempt to
jaguars. Midway through the
ploration Sabu learns of MacLa
deceit and that his real intentio
to locate rich oil deposits adjoi
the cannibal-ridden Amazon. H
ever, the natives interrupt the ver
and force Sabu, Chiquita, MacL
and the party to suspend opera
and to shift for themselves in
jungle.

In the end, Sabu and Chiquita
the sole survivors of the party th
killed by unknown forces. Sabu fi
makes his way to the river and
turns to the village where he le
of the jealous motives of MacLa
companion who killed the party
cause of his greed for oil.

Running time, 66 minutes. Ge
classification.

MGM's 65mm.

(*Continued from page* 1)

ones if they should come. The
negative," the statement added,
supply prints in ratios of 2.55-2.
2-1, 1.85-1, and standard s
size."

The new process employs sp
camera lenses developed by
vision. The lenses were said to
body an "entirely new optical
ciple never before available to
industry." "A greatly improved
tion picture image—unequalled
clarity and lack of distortion"
claimed for the system.

Will Run Three Hours

The picture, which will run a
timated three hours on the sc
will be produced by David Lewis
directed by Edward Dmytryk
Millard Kaufman's screen play
on the novel by Ross Lockridg
Among those starring will be M
gomery Clift, Elizabeth Taylor
Eva Marie Saint.

In RKO Aus. Post

SYDNEY, March 25. — No
Louden has been appointed ma
of advertising, publicity and exp
tion for RKO in Australia. He
ceeds Joe Joel, who resigned. Lo
was with Warner Bros. here fo
years, serving in a capacity simil
the one he now holds at RKO.

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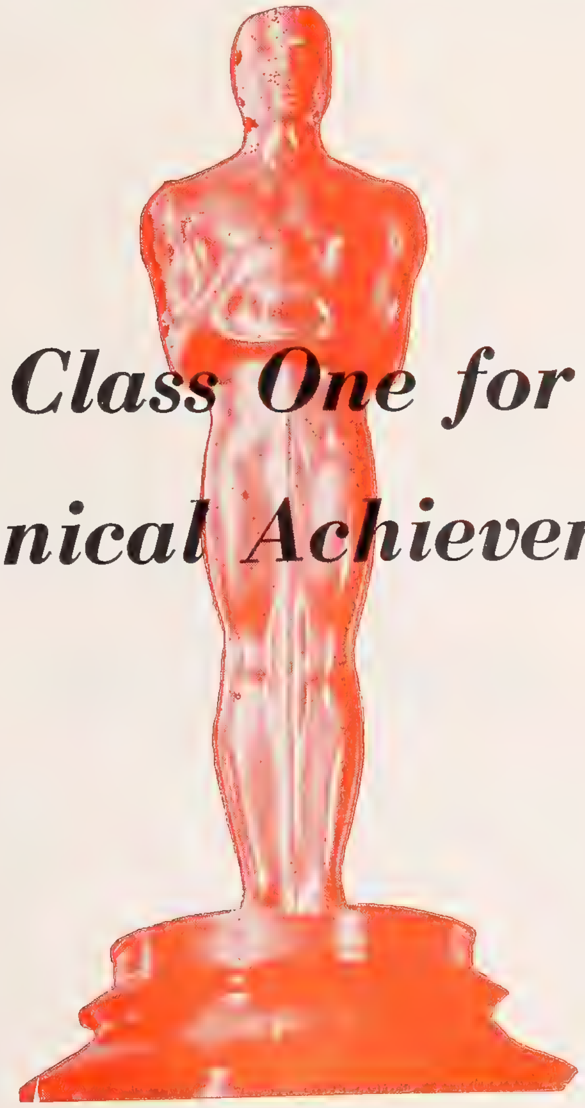

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MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
(Mar. Releases) THUNDERSTORM Carlos Thompson Charles Korvin 81 min. (Rel. 3/4/56) THE WICKED WIFE Nigel Patrick Beatrice Campbell Moira Lister 75 min. (Rel. 3/18/56) WORLD WITHOUT END (Color) Hugh Marlowe Nancy Gates Nelson Leigh CS 80 min. (Rel. 3/25/56)	(Mar. Releases) URANIUM BOOM Dennis Morgan Patricia Medina 67 min. (Rev. 2/27/56) HOT BLOOD (Color) Jane Russell Cornel Wilde Luther Adler CS 85 min. (Rev. 3/1/56) THE PRISONER Alec Guinness Jack Hawkins 91 min. (Rev. 12/22/55)	(Mar. Releases) MEET ME IN LAS VEGAS (Color) Dan Dailey Cyd Charisse Agnes Moorehead CS 112 min. (Rel. 3/9/56) (Rev. 2/6/56) FORBIDDEN PLANET (Color) Walter Pidgeon Anne Francis CS (Rel. 3/30/56) (Rev. 3/15/56) (Re-Releases) NORTHWEST PASSAGE (Color) Spencer Tracy Ruth Hussey 126 min. (Rel. 3/16/56) (Rev. 2/13/40) THE YEARLING (Color) Gregory Peck Jane Wyman 128 min. (Rel. 3/16/56) (Rev. 11/27/46)	(Mar. Release) THE COURT JESTER (Color) Danny Kaye Jeanmaire 101 min. VV (Rev. 1/27/56)	(Mar. Releases) COME NEXT SPRING (Color) Ann Sheridan Steve Cochran Walter Brennan 92 min. (Rev. 2/10/56) CIRCUS GIRL (Tru-Color) MAN IN THE ROAD Ella Raines Dereck Farr	(Apr. Releases) THE BOLD AND THE BRAVE Wendell Corey Mickey Rooney CS 99 min. GREAT DAY IN THE MORNING Robert Stack Ruth Roman CS (Rel. 4/4/56) 92 min. THE WAY OUT Mona Freeman Gene Nelson 90 min. (Rel. 4/11/56) WHILE THE CITY SLEEPS Dana Andrews Ida Lupino 100 min. (Rel. 4/25/56) (Re-Release) THE BIG SKY Kirk Douglas Dewey Martin 140 min. Rel. 4/18/56) (Rev. 6/9/52)	(Mar. Releases) ON THE THRESHOLD OF SPACE (Color) John Hodiak Virginia Leith Guy Madison CS 95 min. (Rev. 3/5/56) THE MAN IN THE GRAY FLANNEL SUIT (Color) Gregory Peck CS	(Mar. Releases) GHOST TOWN Kent Taylor John Smith Marian Carr 75 min. PATTERNS Ven Heflin Everett Sloane Ed Begley 83 min. (Rel. 3/27/56) (Rev. 3/16/56) COMANCHE CS Dana Andrews Kent Smith Linda Cristal 87 min. (Rev. 3/15/56) THE SEA SHALL NOT HAVE THEM Michael Redgrave Dirk Bogarde Anthony Steele	(Mar. Releases) THE WORLD IN MY CORNER Audie Murphy Barbara Rush 82 min. (Rev. 2/2/56) NEVER SAY GOOD-BYE (Color) Rock Hudson Cornell Borchers 96 min. (Rev. 2/10/56) RED SUNDOWN (Color) Rory Calhoun Robert Middleton Martha Heyer 82 min. (Rev. 2/6/56)	(Apr. Releases) MIRACLE IN THE RAIN Jane Wyman Van Johnson 107 min. (Rel. 4/7/56) (Rev. 2/2/56) SERENADE (Color) Mario Lanza Joan Fontaine Vincent Price 121 min. (Rel. 4/21/56) (Rev. 3/13/56)	(Mar. Release) Lopert Films RICHARD III (Color) Sir Laurence Olivier Claire Bloom John Gielgud Sir Cedric Hardwicke Sir Ralph Richardson VV 158 min. (Rev. 3/13/56)
(Apr. Releases) THE COME ON Ann Baxter Sterling Hayden SC 82 min. (Rev. 2/16/56) (Rel. 4/1/56) CRASHING LAS VEGAS Leo Gorcey Huntz Hall 63 min. (Rel. 4/8/56) SCREAMING EAGLES Jan Merlin Tom Tryon 81 min. (Rel. 4/22/56) MOTHER-SIR Joan Bennett Gary Merrill 80 min.	(Apr. Releases) THE HARDER THEY FALL Humphrey Bogart Jan Sterling 109 min. (Rev. 3/23/56) COCKLESHELL HEROES Jose Ferrer Trevor Howard CS 97 min. (Rev. 2/10/56) BLACKJACK KETCHUM, DESPERADO Howard Duff Maggie Mahoney 76 min. ROCK AROUND THE CLOCK Johnny Johnston Lisa Gaye 77 min. (Rev. 3/16/56)	(Apr. Releases) TRIBUTE TO A BAD MAN (Color) James Cagney Irene Papas CS 95 min. (Rel. 4/13/56) (Rev. 3/19/56) (May Releases) GABY (Color) Leslie Caron John Kerr CS 97 min. (Rel. 4/27/56)	(Apr. Release) ANYTHING GOES (Color) Bing Crosby Donald O'Connor Mitzi Gaynor VV 106 min.	(Apr. Releases) STRANGER AT MY DOOR MacDonald Carey Patricia Medina HIDDEN GUNS Bruce Bennett Richard Arlen John Carradine 66 min. (Rev. 3/7/56)	(May Release) THE BRAVE ONE CS Michel Ray Joi Lansing	(Apr. Releases) HILDA CRANE Jean Simmons Guy Madison THE REVOLT OF MAMIE STOVER Jane Russell Richard Egan		(Apr. Releases) THE KETTLES IN THE OZARKS Marjorie Main Arthur Hunnicutt 81 min. (Rev. 3/6/56) BACKLASH (Color) Richard Widmark Donna Reed 84 min. (Rev. 2/28/56) THE CREATURE WALKS AMONG US Jeff Morrow Rex Reason 78 min. (Rev. 3/20/56)	(May Releases) THE SEARCHERS (Color) John Wayne Jeffrey Hunter Vera Miles VV 119 min. (Rel. 5/26/56) (Rev. 3/13/56) GOOD-BYE, MY LADY Walter Brennan Phil Harris 95 min. (Rel. 5/12/56)	I.F.E. (Apr. Release) MADAME BUTTERFLY (Color) Kaoru Yachigusa 114 min.

Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print. SOUND: Ss—Four track magnetic stereophonic sound; Ss (2) — Separate sterephonic sound print;

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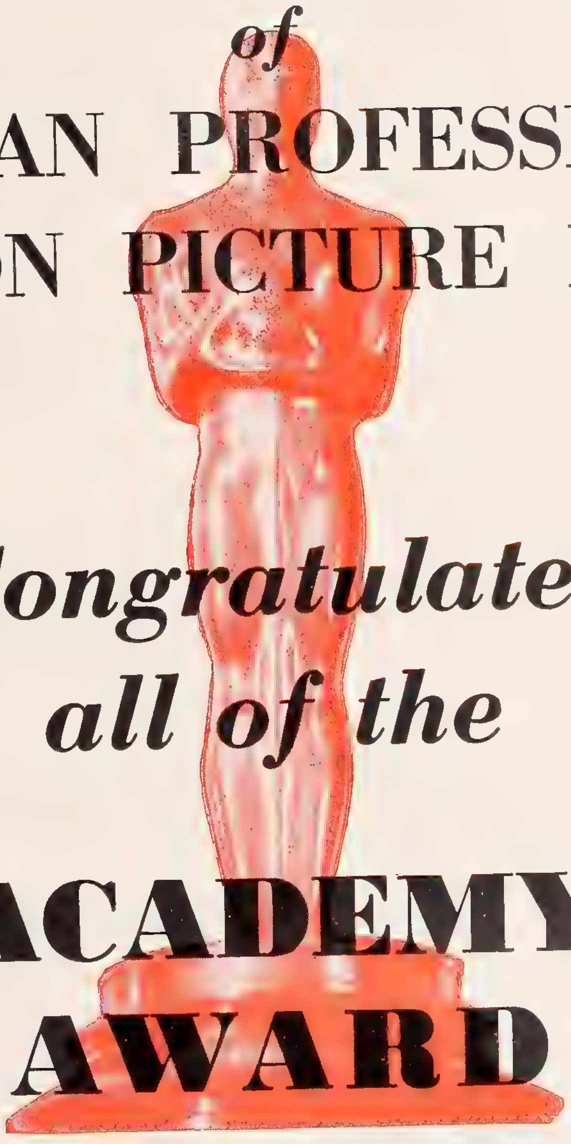
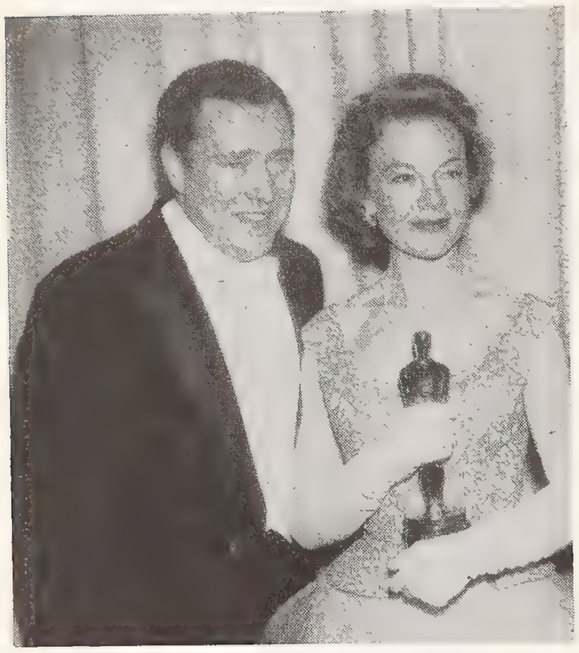


Winners of Academy Awards for 1955..

Left to right: Ernest Borgnine, Audrey Hepburn and Harold Hecht make a happy group after Oscars are delivered to "Marty" makers.



Jo Van Fleet cuddles her Oscar won for supporting role in "East of Eden" as Edmond O'Brien beams at presentation ceremonies.

Jack Lemmon appears to be collecting more than an Oscar as Eva Marie Saint makes presentation to Best Supporting Actor.

BEST PICTURE:

"MARTY," Hecht-Lancaster production, United Artists, Harold Hecht, Producer.

BEST PERFORMANCES:

Actor—ERNEST BORGNINE in "Marty," Hecht-Lancaster, United Artists.
Actress—ANNA MAGNANI in "The Rose Tattoo," Hal Wallis, Paramount.
Supporting Actor—JACK LEMMON in "Mister Roberts," Warner Bros.
Supporting Actress—JO VAN FLEET in "East of Eden," Warner Bros.

BEST DIRECTION:

DELBERT MANN, for "Marty," Hecht-Lancaster, United Artists.

BEST WRITING:

Story—DANIEL FUCHS, for "Love Me or Leave Me," M-G-M.
Screenplay—PADDY CHAYEFSKY, for "Marty," Hecht-Lancaster, United Artists.
Story and Screenplay—WILLIAM LUDWIG and SONYA LEVIEN for "Interrupted Melody," M-G-M.

BEST ART DIRECTION:

Black-and-White—HAL PEREIRA, TAMBI LARSEN, "The Rose Tattoo," Para.
Color—WILLIAM FLANNERY and JO MIELZINER, for "Picnic," Columbia.

BEST CINEMATOGRAPHY:

Black-and-White—JAMES WONG HOWE, for "The Rose Tattoo," Paramount.
Color—ROBERT BURKS, for "To Catch a Thief," Paramount.

BEST COSTUME DESIGNS:

Black-and-White—HELEN ROSE, for "I'll Cry Tomorrow," M-G-M.
Color—CHARLES LE MAIRE, "Love Is a Many-Splendored Thing," 20th-Fox.

BEST FILM EDITING:

CHARLES NELSON and WILLIAM A. LYON, for "Picnic," Columbia.

BEST SOUND:

"OKLAHOMA!," Rodgers and Hammerstein Pictures, Magna Theatre Corp., Todd-AO Sound Dept., Fred Hynes, Sound Director.

BEST MUSICAL ACHIEVEMENTS:

Scoring of a Musical—ROBERT RUSSELL BENNETT, JAY BLACKTON and ADOLPH DEUTSCH, for "Oklahoma!"
Dramatic or Comedy Film — ALFRED NEWMAN, for "Love Is a Many-Splendored Thing," 20th Century-Fox.
Song—SAMMY FAIN, composer; PAUL FRANCIS WEBSTER, lyricist, for "Love Is a Many-Splendored Thing."

BEST SHORT SUBJECTS:

Cartoon—"SPEEDY GONZALES," Warner Bros., Edward Selzer, Producer.
One-Reel—"SURVIVAL CITY," 20th Century-Fox, Edmund Reek, Producer.
Two-Reel—"THE FACE OF LINCOLN," Cavalcade Pictures.

BEST DOCUMENTARIES:

Short Subject—"MEN AGAINST THE ARCTIC," Walt Disney Prods.
Feature—"HELEN KELLER IN HER STORY," Nancy Hamilton Presentation.

SPECIAL EFFECTS:

"THE BRIDGES AT TOKO-RI," Perlberg-Seaton, Paramount.

[*Honorary and Technical Awards are Listed on page 14*]

The officers and staff of General Film Laboratories congratulate the Academy of Television Arts and Sciences and the Academy of Motion Picture Arts and Sciences, and all recipients of "Emmy" and "Oscar" Awards—and with particular good wishes salute the following winners for whom we have been privileged to process film and kinescopes:

WALT DISNEY
Best Producer

DISNEYLAND
Best Action Series

NANETTE FABRAY
Best Comedienne and
Best Supporting Actress
(Caesar's Hour)

DINAH SHORE
Best Female Singer

ROD SERLING
Best Original Teleplay
(Kraft Theatre)

HECHT-LANCASTER'S "MARTY"
Best Motion Picture

ANNA MAGNANI
Best Actress
("ROSE TATTOO")

ERNEST BORGNINE
Best Actor
("MARTY")

PADDY CHAYEFSKY
Best Screenplay
("MARTY")

JAMES WONG HOWE
Best Achievement in Cinematography
Black and White Films
("ROSE TATTOO")

SAM COMER and ARTHUR KRAMS
Best Set Decoration
Black and White Films
("ROSE TATTOO")

HAL PEREIRA and TAMBI LARSEN
Best Achievement in Art Direction
Black and White Films
("ROSE TATTOO")

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PRINCIPAL ACADEMY AWARD WINNERS—1928-1955

Year	*Best Picture*	*Best Actor*	*Best Actress*	*Supporting Actor*	*Supporting Actress*	*Best Director*
1928	Wings—Para.	Emil Jannings	Janet Gaynor			Frank Borzage* Lewis Milestone
1929	Broadway Melody—MGM	Warner Baxter	Mary Pickford			Frank Lloyd
1930	All Quiet on Western Front—U	George Arliss	Norma Shearer			Lewis Milestone
1931	Cimarron—RKO	Lionel Barrymore	Marie Dressler	*(Awards in these categories were not begun until 1936)*		Norman Taurog
1932	Grand Hotel—MGM	Fredric March	Helen Hayes			Frank Borzage
1933	Cavalcade—Fox	Charles Laughton	Katharine Hepburn			Frank Lloyd
1934	It Happened One Night—Col.	Clark Gable	Claudette Colbert			Frank Capra
1935	Mutiny On Bounty—MGM	Victor McLaglen	Bette Davis			John Ford
1936	Great Ziegfeld—MGM	Paul Muni	Luise Rainer	Walter Brennan	Gale Sondergaard	Frank Capra
1937	Life of Zola—WB	Spencer Tracy	Luise Rainer	Jos. Schildkraut	Alice Brady	Leo McCarey
1938	You Can't Take It With You—Col.	Spencer Tracy	Bette Davis	Walter Brennan	Fay Bainter	Frank Capra
1939	Gone With Wind—MGM Selznick	Robert Donat	Vivien Leigh	Thomas Mitchell	Hattie McDaniel	Victor Fleming
1940	Rebecca—UA Selznick	James Stewart	Ginger Rogers	Walter Brennan	Jane Darwell	John Ford
1941	How Green Was My Valley—Fox	Gary Cooper	Joan Fontaine	Donald Crisp	Mary Astor	John Ford
1942	Mrs. Miniver—MGM	James Cagney	Greer Garson	Van Heflin	Teresa Wright	William Wyler
1943	Casablanca—WB	Paul Lukas	Jennifer Jones	Charles Coburn	Katina Paxinou	Michael Curtiz
1944	Going My Way—Para.	Bing Crosby	Ingrid Bergman	Barry Fitzgerald	Ethel Barrymore	Leo McCarey
1945	Lost Weekend—Para.	Ray Milland	Joan Crawford	James Dunn	Anne Revere	Billy Wilder
1946	Best Years of Lives—RKO-Goldwyn	Fredric March	Olivia de Havilland	Harold Russell	Anne Baxter	William Wyler
1947	Gentleman's Agreement—Fox	Ronald Colman	Loretta Young	Edmund Gwenn	Celeste Holm	Elia Kazan
1948	Hamlet—U-Rank	Laurence Olivier	Jane Wyman	Walter Huston	Claire Trevor	John Huston
1949	All the King's Men—Col.	Broderick Crawford	Olivia de Havilland	Dean Jagger	M. McCambridge	J. L. Mankiewicz
1950	All About Eve—Fox	Jose Ferrer	Judy Holliday	George Sanders	Josephine Hull	J. L. Mankiewicz
1951	An American in Paris—MGM	Humphrey Bogart	Vivien Leigh	Karl Malden	Kim Hunter	George Stevens
1952	Greatest Show on Earth—Para. DeMille	Gary Cooper	Shirley Booth	Anthony Quinn	Gloria Grahame	John Ford
1953	From Here to Eternity—Col.	William Holden	Audrey Hepburn	Frank Sinatra	Donna Reed	Fred Zinnemann
1954	On the Waterfront—Col.	Marlon Brando	Grace Kelly	Edmond O'Brien	Eva Marie Saint	Elia Kazan
1955	Marty—UA-Hecht-Lancaster	Ernest Borgnine	Anna Magnani	Jack Lemmon	Jo Van Fleet	Delbert Mann

---

**Two director awards in 1928.*

Entries Differed

Can't Compare Oscar-Compo Awards Tally

By LESTER DINOFF

Similarity between the winners of the 1955 Academy Awards and the Council of Motion Picture Organizations Audience Awards poll was practically non-existent due to the three-month period of time between the Academy of Motion Picture Arts and Sciences and the COMPO poll voting. Thus comparisons are impossible, because the candidates for honors were not the same in the two elections.

Unconsidered at Compo Period

The principal winners of last week's "Oscars" were not even in contention in the COMPO balloting, with the exception of Warner Brothers "Mister Roberts" and Jack Lemmon, who was named Best Supporting Actor of 1955 in the Academy voting for his role in the Warner Brothers production. The reason for the lack of similarity is that Hecht-Lancaster's "Marty," and its "Oscar" winner, Ernest Borgnine, was not in general release throughout the nation at the time of the COMPO poll, but came in under the wire for the Academy deadline for nominations, Dec. 31, 1955.

The COMPO poll winners were "Mister Roberts," which was Best Picture of the year; James Dean and Jennifer Jones, as Best Actor and Actress, respectively, and Tab Hunter and Peggy Lee, as Most Promising Male and Female Personalities. In comparative Academy honors, "Marty" was named Best Picture, Borgnine, Best Actor, Anna Magnani, Best Actress, for her role in "The Rose Tattoo," Lemmon, Best Supporting Actor, and Jo Van Fleet, Best Supporting Actress.

Reactions to Awards Telecast

Eastern TV Critics' Views Were 'Mixed'; Lateness Cut N.Y. Publicity

The telecasting of the Academy Awards presentation ceremonies drew mixed reactions from television critics on the various New York newspapers.

Jay Nelson Tuck, writing in the "Post," declared that: "There just ain't no entertainment in watching a lady open an envelope and then hand hunks of metal to two totally unknown gents who decorated the sets for a black and white movie. Especially when they are immediately followed by another unknown gent who did ditto for a color film.

"The problem I guess is that the program suffers from schizophrenia. NBC presumably wants to entertain the customers. . . . The Academy wants to promote the industry. Fair enough, but to expect the second aim to produce entertainment is about as sensible as expecting to get a good meal in a ladies' tea room. It just can't be done."

Harriet Van Horne, in her "World-Telegram & Sun" review of the "Oscar" ceremonies, said: "Granted there's a lot of heady excitement in the Academy Awards. The show was stylish and glamorous. It had a laugh and a tear and a small Milky Way of stars. But, if the Motion Picture Academy of Arts and Sciences will take it in a friendly spirit, I'd like to make a friendly suggestion. SHORTEN THE CEREMONY! At least, shorten it for TV."

Since the program was on the air too late for A.M. newspaper critics to comment on it the next morning, the program escaped appraisal by them. None returned to the subject on the day following, last Friday.

The program also suffered in A.M.'s publicity-wise. It made final editions the next morning, Thursday, but missed all the early out-of-town and suburban editions because of the time differentials between the West and East Coasts. Afternoon papers treated the event well on Thursday, however.

Academy Technical, Honorary Awards

BEST FOREIGN FILM

"Samurai" (Japan) Homel Pi
tures—Toho Co. Fine Arts Film

TECHNICAL

CLASS I—National Carbon Co. f
the development and production
a high efficiency yellow flame ca
bon for color photography.

CLASS II—Eastman Kodak Co. f
its Tri-X panchromatic negati
film. Farciot Edouart, Hal Corl an
the Paramount Transparency Dep
for the engineering and develo
ment of a double-frame, triple-hea
background projector.

CLASS III—Twentieth Century-F
and Bausch and Lomb Co. for th
new combination lenses for Cin
maScope photography.

Walter Jolley, Maurice Lars
and R. H. Spires, Twentieth Ce
tury-Fox, for a spraying proce
which creates simulated metall
surfaces. Steve Krilanovich for a
improved dolly for multi-direction
steering. Dave Anderson, Twe
tieth Century-Fox, for an improv
spotlight capable of maintaining
fixed circle of light at constant i
tensity over varied distances.

Loren L. Ryder, Charles Wes
Henry Fraker, Paramount, for
projection film index that esta
lishes proper framing for vario
aspect ratios.

Academy winners since 1934:

- **1934** — "The Continental" — Con Conrad, Herbert Magidson
- **1935** — "Lullaby of Broadway" — Harry Warren, Al Dubin
- **1936** — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
- **1937** — "Sweet Leilani" — Harry Owens
- **1938** — "Thanks for the Memory" — Ralph Ranger, Leo Robin
- **1939** — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
- **1940** — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
- **1941** — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
- **1942** — "White Christmas" — Irving Berlin
- **1943** — "You'll Never Know" — Harry Warren, Mack Gordon
- **1944** — "Swinging On A Star" — James Van Heusen, Johnny Burke
- **1945** — "It Might As Well Be Spring" — Rodgers and Hammerstein
- **1946** — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
- **1947** — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
- **1948** — "Buttons and Bows" — Jay Livingston, Ray Evans
- **1949** — "Baby, It's Cold Outside" — Frank Loesser
- **1950** — "Mona Lisa" — Ray Evans, Jay Livingston
- **1951** — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
- **1952** — "Do Not Forsake Me, Oh My Darlin' " — Dimitri Tiomkin, Ned Washington
- **1953** — "Secret Love" — Sammy Fain, Paul Webster
- **1954** — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne

ASCAP SONGS WIN THE 'OSCARS'

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ASCAP congratulates the **1955 Winners**

"LOVE IS A MANY SPLENDORED THING"

w: Paul Francis Webster — m: Sammy Fain

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songs of ASCAP members
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used in motion pictures
and have won Academy Awards

AMERICAN SOCIETY OF COMPOSERS AUTHORS PUBLISHERS

No Trend Seen in B and W Triumphs

EDITORIAL

The Academy Awards for 1955

By Sherwin Kane

THAT Hecht-Lancaster's "Marty" was voted the best motion picture of 1955 by the Academy of Motion Picture Arts & Sciences is significant in more ways than one. Its origins reach into television, and there, too, 1955's Best Actor and Best Screenplay writer, Ernest Borgnine and Paddy Chayefsky, grew and flourished as did the Best Director, Delbert Mann.

It appears indeed to be testimony enough that television actually can be of greater value to Hollywood than just another exploitation medium. Moreover, it need not be overlooked that this black-and-white, standard dimension entry, said to have been produced for approximately $350,000, stole the major honors of the film year just past while Hollywood's proud major studios busied themselves again making fewer but bigger and better productions. This is not to disparage the big ones but to remind of the kind of competition that "Marty" won out over.

●

It is reasonable, too, to give credit to the outstanding sales and promotion jobs done for the picture by United Artists' forces under William Heineman and Max Youngstein. "Marty" was no "sleeper." Its merit was recognized and urged at every opportunity upon exhibition and the public.

●

The 1955 Academy Awards are notable too for the impartial recognition they give to newcomers—new to Hollywood, if not to the entertainment world. To Anna Magnani for her distinguished performance in the Hal Wallis production "The Rose Tattoo"; as well as to Borgnine; to Jack Lemmon and Jo Van Fleet; to Delbert Mann and Chayefsky, and to many others as well as to the veterans among the winners.

There is good reason to agree with George Sidney's recent assertion, in reply to exhibitor demands for new and younger talents in Hollywood, that the new blood not only is there already but is delivering some of the best work being turned out by the production community.

As this movement, already under way, gathers further momentum, exciting achievements in volume are sure to be recorded.

Production Community's Faith in New Techniques, Color and 'Bigness' Remains Unshaken Despite Recent Award Record

By WILLIAM R. WEAVER

HOLLYWOOD, March 25.—Although certain sectors of the lay press have been drawing newsy conclusions from the fact that "Marty," filmed in black-and-white and without anamorphic or other technological expansion, is the third such picture in three successive years to beat out contenders produced in assorted shapes, scores and pigmentations, there is no firm ground for expectation that Hollywood production heads will gather from this circumstance that plain pictures are preferred by the public for plainness' sake alone and proceed accordingly to withdraw from the broader-brighter-bigger race that started with CinemaScope and promised to continue indefinitely.

Two Other Winners Cited

The other two black-and-white Academy-Award winners were "From Here to Eternity" and "On the Waterfront." All three faced stiff competition from pictures produced in color and in extra-dimensional processes.

Far from accepting the seemingly dramatic conclusion reached by some columnists, to the effect that the industry needn't spend big money for color and scopes if they can get superior pictures with plainer, less costly procedures, ranking producers in Hollywood are given to posing questions as to how much better, and more profitable, these excellent pictures would have been if they had been supplied with the benefits of modern color, size and proportions.

There is no answer to these questions, naturally, but the probability is, according to producers who have studied the matter, that the motion picture industry in general will continue to press ahead toward technological goals still unrealized, rather than to retreat to the technical limitations which the public apparently had found less and less satisfactory as the trade's long adherence to standard size and shape neared its end.

The Three Differed Widely

It is further pointed out by production heads that there is no genuine common denominator linking the three black-and-white pictures save shape and colorlessness. Their budgets vary from a maximum to a minimum. Their casts range from great names to unknowns. Together they provide no easy solution for box office problems as old as the industry itself. Informed opinion is that each won its way on its own merit, and that their merits were not identical.

Noblack-and-white vogue seems to impend.

Smoothly Run Program Wins Acclaim

Seaton's Handling of Awards Event Ensures Position as Academy Head

From THE DAILY Bureau

HOLLYWOOD, March 25.—Academy president George Seaton virtually guaranteed his re-election to that office, if he wishes it, by doubling as director of the 28th Annual Awards presentations program, which both the profession and the public agreed surpassed all 27 predecessors in smoothness, tempo, entertainment balance, and applied glamor.

Under his personal direction, producer Robert Emmett Dolan's finely planned show, written by Melville Shavelson, Jack Rose and Richard L. Breen, came across the Pantages Theatre footlights and by air into 46,000,000 TV receivers (according to Trendex figures) as flawlessly as if it had been filmed on a multi-million dollar budget at any major studio.

And in his official capacity as president delivering the opening remarks from the Pantages stage, Seaton again distinguished himself by speaking seriously, informedly and briefly on the international aspect of motion picture production.

The smoothness setting this year's presentation program apart from all others reflected the close co-ordination between Academy producer Dolan and NBC-TV producer William Kayden, and between Seaton and NBC-TV directors William Bennington and Dick Schneider.

Likewise contributing importantly to the show's roundedness was Jerry Lewis' facile emceeing, Hollywood's Champion at covering lapses or lulls with laughter, and music director Andre Previn, whose handling of the pit orchestra working on split-second cues never has been equalled.

On the glamour side this year's ceremonies far out-distanced all similar events staged anywhere at any time by anybody on any occasion. By assigning nominees in all personality categories to make awards presentations in other categories, all nominees, whether winners or losers, were brought onto the stage and th telescreen instead of limiting th limelight to winners only, as i former years.

Para. Took 9

No 'Sweep' of 1955 Awards By Any Entry

From THE DAILY Bureau

HOLLYWOOD, March 25. – Wit six major distributing companies an two independent distributing organizations represented in the Academy' 32 awards voted for "bests" in th 1955 calendar year, recent exhibito observations to the effect that Hollywood, under increasingly keen competitive pressure, has lifted its quality level in all departments and in al classes of product, appears to hav been substantiated by Hollywood' own picture makers in sealed balloting.

Called 'Equality of Quality'

This year's trend, reflecting wha one close observer termed "equality of quality," was in sharp contrast t seasons when one single pictur "swept the board," as the sayin goes, by taking down Oscars in many categories for its company. First such "sweepstakes winner" was Columbia's "It Happened One Night," bac in 1934. Second was "Gone Wit the Wind" in 1938, and the thir landslide was for "Best Years of Ou Lives" in 1946. More or less regularly, before and since, Academy honor have centered preponderantly aroun one favored picture. This year, despite the top wards going to a singl production, no such concentration occurred.

Paramount, taking down fou awards in connection with Hal B Wallis' "The Rose Tattoo," its mos Academy-favored picture, took fiv more, for a total of nine, to lead al companies in numerical winnings.

Twentieth-Fox, which was awarde three bests in connection with "Lov Is a Many-Splendored Thing," received four more, totalling seven, t run second by count.

'Marty' Helped U.A.

United Artists, receiving four major awards by reason of Hecht-Lancaster's "Marty," this year's favorit picture, took third place among major distributing companies, numerically, and wouldn't trade places with a the other companies combined.

MGM, Columbia and Warners wer tied for fourth place, with thre awards apiece, Magna Theatre Corporation was next with two, an Buena Vista Distribution Compan followed with one.

FRAMED Displayaways

Sell your shows...

REGENT
NOW SHOWING
"Meet Me In Las Vegas"
DAN DAILEY
CYD CHARISSE
JERRY COLONNA PAUL HENREID
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STORE WINDOWS...

COUNTERS...

...and ALL OVER TOWN!

Attractive, silver-framed displays that add eye-catching color to any merchant's window or store...and pull-in patrons wherever they're seen. No wonder *more* showmen are cutting costs and eliminating imprinting headaches with Displayaways . . . the modern, inexpensive in and away-from-theatre advertising.

The 14 x 22
Displayaway
also available
in four additional sizes
for hanging or standing
on folding feet.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

1955 Academy Award Winners

ANOTHER year of motion picture achievements goes into the records with the awarding of the Academy of Motion Picture Arts & Sciences recognitions for 1955. They are achievements of which the motion picture art and industry may be proud. Those recognized have been acclaimed as well by critics throughout the land and, more significantly, by the paying patrons.

In a very real sense, the 1955 Awards winners pictured on this page exemplify the ever-increasing international flavor and appeal of the Hollywood product. It is talent drawn from far places, telling stories of universal appeal. Together they provide a firm foundation for continued growth, artistically and economically.

Best Picture: Ernest Borgnine and Betsy Blair in a scene from the Academy Award winning "Marty," Hecht-Lancaster production, released by United Artists.

Best Actress: Anna Magnani, for her work in Hal Wallis's "The Rose Tattoo," a Paramount release.

Best Actor: Ernest Borgnine, star of the Hecht-Lancaster production "Marty."

Best Supporting Actress: Jo Van Fleet, for her performance in Warner Bros. "East of Eden."

Best Supporting Actor: Jack Lemmon, for his performance in Warner Bros. "Mister Roberts."

Victorious Trio: At left, Paddy Chayefsky, winner of the Best Screenplay Award for the Best Picture's script, "Marty," with Delbert Mann, seated right, winner of the Best Director Award, and Harold Hecht, center, producer of "Marty."

My Deepest Appreciation

ERNEST BORGNINE

Hollywood

By Samuel D. Berns

ACADEMIA: Attending an Academy Awards presentation event is just like going to the race track in your tuxedo. . . . There's the same charge of excitement in the atmosphere, except that the "horses" are much more nervous about the results of the photo finish. They've got more at stake. . . . The odds are 4 to 1, but the payoff is in Oscars. . . . An Oscar on the mantelpiece is a bankable credit.

The attendance record was reported at 46 million. Televiewers that is. And small wonder. Where else can you buy the privilege of watching a billion dollars worth of feature handicaps in one evening for nothing?

We rubbed elbows with Oscar recipients after they left the winners' circle on the stage at the Pantages to join the waiting press in the large dressing room area below. . . . All the different masked emotions, displayed during the moments when the name Price, Waterhouse sounded like the chief justice of the Supreme Court suddenly thawed and the horses became human beings.

Ernest Borgnine had the widest grin we've ever seen, with sweat pouring down his face. A butcher in a monkey suit. But he sells the kind of ham that satisfies the entertainment appetite of millions.

□ □ □

Jo Van Fleet, who won the best supporting actress category for "East of Eden," was deeply moved, with intermittent lip quivers. She could have won it for her role in "I'll Cry Tomorrow" as well.

Jack Lemmon was like a jack-in-the-box. Emotionally exhausted, but ecstatically happy with his best-supporting-actor award. Tells us he was so nervous on his way to the theatre he forgot his tickets, and then went to the wrong theatre. . . . Almost didn't make it.

Sammy Fain and Paul Francis Webster, composers of the best song, "Love Is a Many-Splendored Thing," got the same thrill they had two years ago when they walked off with a similar award for "My Secret Love." . . . This team is now writing the songs for the next Martin and Lewis picture, and are destined to form their own production unit before the year is out.

PRESENTATION BY WILLIAM HOLDEN
ACADEMY AWARD WINNER
Best Foreign Film
"A Tremendously Touching Love Drama in Unbelievably Beautiful Color!"
—Louella Parsons
"SAMURAI"
Legend of Musashi
A vast canvas of conquest, of lust and of legend painted in the colors of violence and of impassioned beauty .
in Eastman Color
A Fine Arts Film Release
Wire Telephone Contact Now
"ONE OF THE 10 BEST TO SEE!"
—Newsweek Magazine
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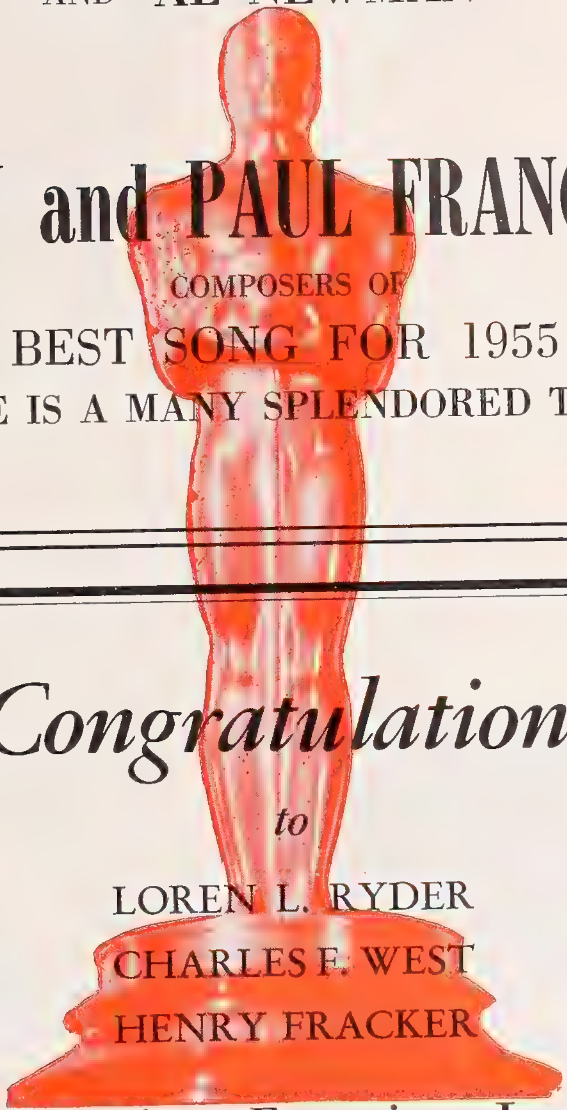
My sincere appreciation
and
special thanks to my crew
who made it possible.
WILLIAM A. SICKNER, A. S. C.
Best Cinematography
"MEDIC"
Academy of Television Arts and Sciences

I Wish to Thank
My Crew and All
Those Who Made This
Award Possible.
MY DEEPEST APPRECIATION,
James Wong Howe, A. S. C.
"ROSE TATOO"
BLACK AND WHITE CINEMATOGRAPHY
HAL B. WALLIS — PARAMOUNT PICTURES

OUR SINCERE APPRECIATION
TO THE ACADEMY
AND OUR SPECIAL THANKS TO

BUDDY ADLER
TED CAIN
AND **AL NEWMAN**



SAMMY FAIN and PAUL FRANCIS WEBSTER

COMPOSERS OF
BEST SONG FOR 1955
"LOVE IS A MANY SPLENDORED THING"

Congratulations

to

LOREN L. RYDER
CHARLES F. WEST
HENRY FRACKER

Projection Framing Index
To Simplify and Improve Theatre Projection

RYDER SOUND SERVICES, INC.

Phil Brigandi, Mgr.

Arbitration

(*Continued from page* 1)

ments in Washington to make them change their views, that the subject of film rentals should not be an arbitrable issue. It was deemed highly unlikely that distribution would alter its viewpoint on the subject.

Scheduled After Easter

Distribution's viewpoint, it was pointed out, will be spelled out to the Senate Small Business subcommittee when it reconvenes to hear representatives of the film companies. Distribution and Justice Department officials will testify some time after Congress returns from its Easter recess.

One sales executive argued that the present arbitration draft, tabled by TOA, carries provisions for conciliation of film rental issues. He acknowledged, in response to a question, that the conciliation provision was entirely voluntary as opposed to a binding arbitration provision, as sought by TOA and Allied.

Three Arguments Advanced

Distribution's long standing opposition to arbitration of film rentals encompasses such arguments that the prices of merchandise cannot be arbitrated, that the price must be determined between buyer and seller, that there is no comparable arbitration of prices in other industries in the U. S., and that it would prove unworkable.

REVIEW:

Gaby

M-G-M - CinemaScope

YOUNG LOVE in London during World War II is portrayed in all its fears, anxieties and emotions by Leslie Caron and John Kerr in this M-G-M CinemaScope production filmed in Eastman color and print by Technicolor. It enlarges on the theme of war-time romance to a point where it is entirely realistic, appealing and very convincing.

The screenplay by Albert Hackett, Frances Goodrich and Charles Lederer, based on a screenplay by S. N. Behrman, Paul Rameau and George Froeschel, deals with the love between Miss Caron, a French ballerina who fled to London at the outset of the war, and Kerr who is cast as an American paratrooper on leave in London for 48 hours. They meet, quickly fall in love and plan marriage, only to have that postponed when he suddenly is called back to his unit. Miss Caron, learning that he was killed in the D-Day operation, is despondent and subsequently enters into an affair with an Allied soldier. This anguish is heightened when Kerr returns and explains how he was reported killed in action. However, they are reunited and cast away the fears when they realize how much their love means to them. Miss Caron's affair is made known to Kerr, who at first refuses her but reconsiders in time to save her during an air raid.

Ably produced by Edwin Knopf and directed by Curtis Bernhardt, the story appears to be lengthened a little too much in its attempt to recreate romantic problems. The pace is leisurely and the supporting cast of Sir Cedric Hardwicke, Taina Elg (also a ballet star) and Margalo Gillmore complements well the fine performances of Miss Caron and Kerr.

Ballet is incorporated only a little into the film, except for the romantic introduction that finds Kerr in pursuit of petite Miss Caron. The story is touchingly simple and sincere and is garnished by the generous display of Technicolor and the music as conducted by Charles Wolcott. The Rodgers and Hart melody "Where or When" seeps into the film quite often and the lyrics symbolize the theme.

Running time, 97 minutes. General classification. For May release.

JACK EDEN

Technicolor

(*Continued from page* 1)

net of $2,319,000 for 1954, or $ per share. The slight decrease i net, Dr. Kalmus declared, shoul offset by improved earnings in current fiscal year as a result o company's activities in the fiel amateur film processing and graphic arts.

The output of 35mm. pos prints, the report revealed, dec in 1955 to a total of 488,689,60 compared with 529,906,813 in previous year.

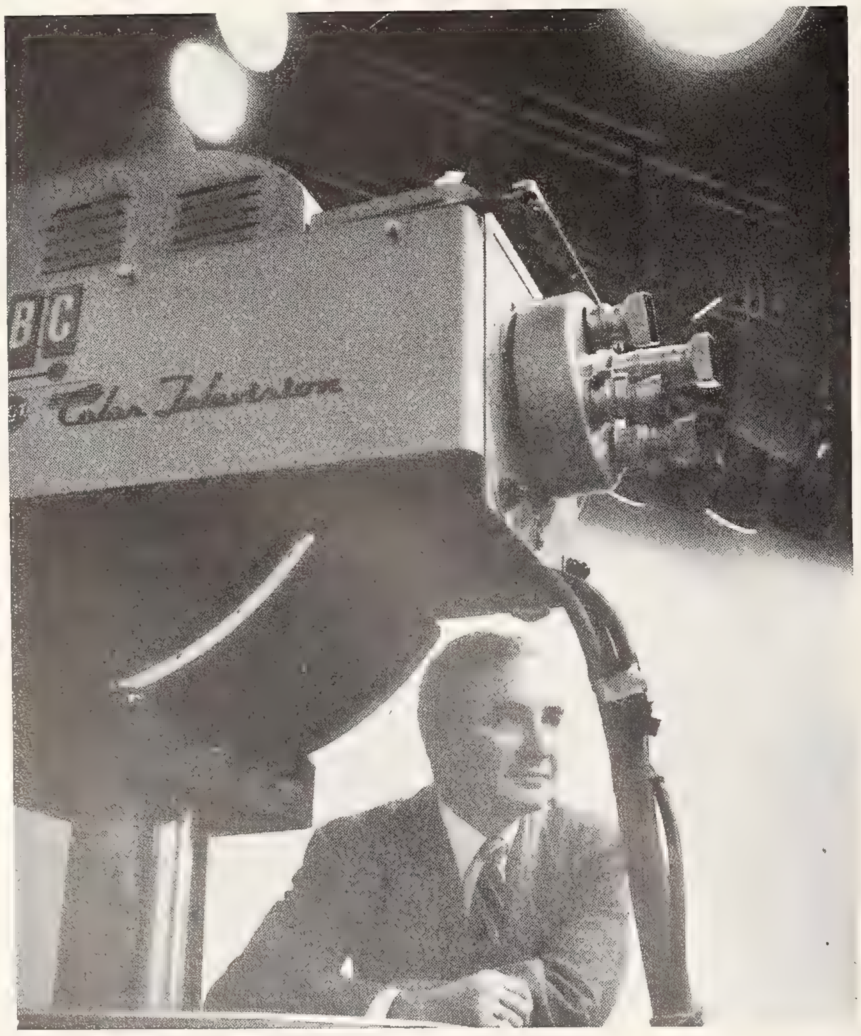
RKO Branch Push 'Kiddie' Bookings

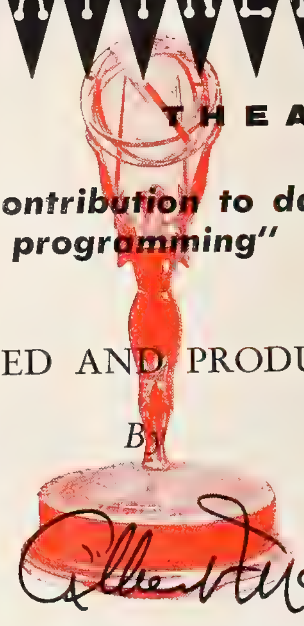
Anticipating future school hol and the coming summer recess RKO New Haven branch is ma to area exhibitors a special order listing suitable features and s with a calendar form to facilitat dating of desired films.

Some 28 films are listed in RKO grouping.

Rites for May Kelley

Funeral services were held on urday for May C. Kelley, former tor of fan magazines, who died a heart attack. She had been ciated with several publishing h and last served as editor of ' Love Stories" magazine.





Sincere thanks to the Academy and to the members of the staff, crews, writers and actors of

NBC MATINEE THEATER

"best contribution to daytime programming"

DEVISED AND PRODUCED

By

Albert McCleery

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Spring Forum

'he weather notwithstanding, National Television Film incil will hold its spring forum e Thursday afternoon at the monico Hotel. Color will be the note of the forum, which will comprised of luncheon and ernoon sessions. Dr. Alfred N. dsmith, NTFC board chairman l, more institutionally, the ther of television," will be derator of three panels covering color film raw materials, TV or production and TV color film nsmission.

ooke's Talk

Television broadcasting is reving the brunt of official criism of such things as bait and itch advertising largely because, itrary to other forms of advering, TV ads "cannot be skimmed 'ough." These attacks are esntially not attacks on broadcass but rather they are attacks abuses "in all advertising." ese were just a few of the oughts which Rolland V. Tooke, e-president of Westinghouse oadcasting Company, expressed st week in a talk to the Clevend Sales Executives Club. He so enunciated two seemingly offat broadcasting obligations: st, to be profitable "because less we are we never can afford do the things our responsibiliss demand"; second, to coin a w word for public service, "too any times a public service proam is a real dog show . . . looked or listened to by no one, not en the station's transmitter enneer."

lore on Bait-Switch

Harold E. Fellows, president of ne National Association of Radio nd Television Broadcasters Assoation, now making ready for the 4th annual convention in Chicago pril 15-19, took the time last eek to comment on the address ade recently by Federal Trade ommissioner Lowell B. Mason in elation to the bait-switch adverising practice. The NARTB, said Ir. Fellows, agrees whole-heartedy with Commissioner Mason that he practice should be eliminated, ut it disagrees that the NARTB's Television Code Review Board vorks at an extremely low point of visibility." Mr. Fellows added, somewhat in the spirit of a man whose feelings have been hurt, that he didn't believe Mr. Mason "is as well informed on this subject as he is on the major burden of his statement."

Ziv Commercials

▶ Ziv TV is going into commercial production in a big way with the formation of a special unit, within the Ziv organization, which for the first time in the company's history will accept orders from "outside" agencies and advertisers. Commercial filming actually is not a new operation at Ziv, but hitherto has been available only to sponsors of Ziv telefilm programs. With the new unit, which will have its own studio and technical department, as well as a sales and production staff of 35, Maurice Unger, vice-president, this year expects a 30 per cent increase over the total commercial footage of 428,976 which the company filmed in 1955.

Playhouse 90

▶ Sparking CBS-TV's fall lineup undoubtedly will be the ambitious Thursday night entry, Playhouse 90, the first regular weekly 90-minute drama series and to be launched in October. Carey Wilson, former MGM production executive, who has been laying the foundations for the series, last week was assigned by the network to develop another "major series" based on one of his own ideas. Named to take over as producer of Playhouse is Martin Manulis, veteran of Studio One, Suspense, Best of Broadway and, most recently, of Climax.

Colossal Huge Titanic

▶ Eschewing the word spectacular, which has its own special TV connotations these days, the people around and behind NBC-TV's Kraft Theatre simply are calling Wednesday night's adaptation of Walter Lord's "A Night to Remember" (the bubble-by-bubble story of the *Titanic's* sinking) the "biggest production" they have ever attempted. The show will entail a cast of 107, 72 speaking parts, 31 different sets, including many recreations of the luxurious ship in specifically devised tanks of water. Claude Rains is the narrator and George Roy Hill the director.

Expansion

▶ Jerrold Electronics, Philadelphia electronics equipment manufacturer, is in process of expansion—into a closely related field. Last November it acquired the controlling interest in the Key West, Florida community antenna system, and in January purchased similar facilities in Ukiah, California. Now comes word from Milton Shapp, president, that the company has purchased the community antenna systems in Flagstaff, Dubuque and Pocatello.

Statistics

▶ For quick reference, here are just some of the statistics covering NBC-TV's Matinee Theatre through its 100th telecast last Tuesday: 30,086 rehearsal hours by 880 actors; mimeographing of scripts has involved over 800,000 pieces of paper weighing a total of five tons; 148 teleplays purchased; 79 color telecasts; and, the 20 weeks and two days of programming is the equivalent of two and one-half seasons of full-hour dramas in conventional, once-weekly schedules. Also, the 80 hours of color telecasting would add up to 54 spectaculars of 90 minutes each.

Newcomer

▶ The newly incorporated William Tell Productions, with William T. Clemons, as president and general manager, and Karl Gericke, as vice-president in charge of production, has plans to produce a minimum of five TV shows in the com-

(*Continued on page 26, col. 3*)

In Our View

WHEN the "Emmy" awards of the Academy of Television Arts and Sciences were presented, and for the most part in full sight and sound of millions of people across the country, Phil Silvers, in taking the rostrum to present several of the awards, spoke briefly but pointedly, to the assembled members of the Television Academy in New York and to all others, everywhere.

This relative newcomer to the art-industry of television, who with astonishing speed has established himself in the very forefront of performers, and quite stole the show with no less than three "Emmy" awards, said, "Talent cannot be geographically located."

His obvious reference was to the jurisdictional disaffections which have arisen in the past between the east and west coast chapters of the Academy. It was a keen and quite necessary observation. It is to be hoped that it is taken to heart by all of those involved in the organization. Mr. Silvers called specifically for an end to all "petty bickering" within the Academy. Don DeFore, Academy president, cited the value of the Academy in bringing about "better quality programming." He might well have called also for a more unified effort within the Academy.

The Academy of Television Arts and Sciences can be a great force for good in the industry, and full support should be accorded men like Ed Sullivan, New York moving spirit, for his work in solidification, and like Phil Silvers, who raises his voice in the interest of unification.

—*Charles S. Aaronson*

BOSS OF BBC TOSSES A VIGOROUS CHALLENGE

by CHARLES S. AARONSON

The British Broadcasting Corporation can match any programming, anywhere, it was asserted flatly last week by Sir Ian Jacob, director general of BBC, at a luncheon of the Radio Television Executives Society, at the Hotel Roosevelt in New York.

In a good-humored approach to an exposition of the problems and functions of Britain's BBC, Sir Ian spoke from a prepared text, then handled himself very ably under the questioning of John Daly, ABC vice-president, and Jack Gould, TV editor of the *New York Times*.

In what amounted to a verbal duel with Mr. Daly, the redoubtable British communications official came off a distinct best. When the American interrogator cited certain practices of the BBC in programming and timing, and admittedly referred to a secondary source for his information, he maneuvered himself into an awkward position, of which Sir Ian was quick to take advantage.

The audience, which was distinctly pro-Jacob, dissolved into something close to hysterics when in response to one of Mr. Daly's criticisms of BBC, Sir Ian calmly suggested that Mr. Daly was "speaking through the back of his head."

In answering a point made by Mr. Gould, the BBC head agreed that union problems were chiefly responsible for the inability of British and American television to exchange programs via kinescope. He indicated his belief that such an exchange would be of decided value on both sides, and said he felt that eventually the union obstacle might be overcome, but he would hazard no guess as to when.

When Mr. Daly brought up the general feeling held in some quarters in this country that the BBC was representative of an upper class minority in England, rather than the whole citizenry, Sir Ian refuted the contention, declaring that the BBC's nine governors were not political appointees but representatives to serve as "trustees for the nation." The "political appointees" reference was interpreted as referring to the FCC here, since last September Chairman George C. McConnaughey of the FCC spoke before the Society, and his remarks anent the BBC and its practices are said to have led to the invitation to Sir Ian to present the BBC case before American television executives.

Sir Ian described the meaning, method and functioning of the BBC, a public or non-profit corporation in the British sense, which operates under Royal Charter, and as such is not responsible to the Government, although Parliament initially approved the charter. The Independent Television Authority, set up by Act of Parliament, said Sir Ian, is less "independent" than the BBC, and "when it comes to light entertainment, the ITA have it. When it comes to anything else they do not have it." At the same time the ITA commercial television setup is "doing extremely well" in some areas. So much for BBC's competition.

The BBC boss took issue in a couple of particulars with viewpoints expressed by Sylvester L. Weaver, Jr., chairman of the board of the National Broadcasting Company, during the executive's recent visit to London. Mr. Weaver, said Sir Ian, had observed, with respect to BBC operation: "I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight."

The BBC executive's response was: "Well, that is a point of view; though I have not yet heard of a demand that on a railway the freight and the passengers should travel in the same compartment. It is quite a new idea to us."

In general, Sir Ian sidestepped questions directed toward an opinion on the future of commercial vs. non-commercial TV in England. "The permanent nature and shape of so-called independent television in Britain remains to be seen." He expressed himself as in favor of the lack of a rigid timing schedule characteristic of BBC programming, and said he felt strict adherence to such schedules was neither necessary nor desirable.

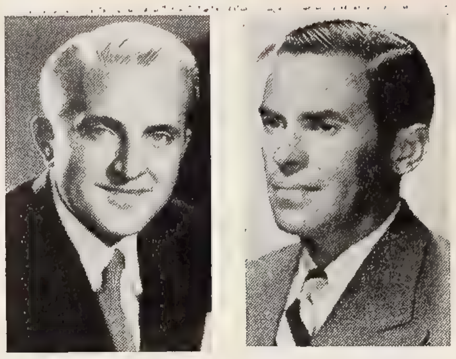
"We do not fear competition," said Sir Ian. "I challenge anyone to show that there is anywhere in the world a television service that exceeds in range of material, in enterprise for new program ideas and techniques, in technical quality and in general standard, that of the BBC. . . . That is perhaps a bold claim . . . but I make it, and we in the BBC are ready to substantiate it."

As a guest in the house nobody present argued with the gentleman, but it is certain there were a few mental reservations. In any case, with that ringing challenge, the man from the BBC presumably headed for Idlewild and home.

SIR IAN JACOB, K.B.E., C.B., and director general of the British Broadcasting Corporation, who was a plain-speaking Britisher last week, in talking to assembled American TV executives at the Radio Television Executives Society luncheon at the Hotel Roosevelt, New York.

Who's Where

CBS-TV CHIEFS



ABOVE, a pair of executive vice-presidents, for CBS Television. Left, Merle S. Jones, who has been vice-president in charge of CBS-owned television stations and general services, and right, Hubbell Robinson, Jr., who has been vice-president in charge of network programs. Both in their continuing capacities of responsibility for all phases of CBS-TV operation, will report to J. L. Van Voklenburg, president of CBS Television. Craig Lawrence, director of station administration, succeeds Mr. Jones as owned stations vice-president.

JAY WILLIAMS, motion picture executive who developed the concept of the TV debut of "Richard III" and has sponsored new ideas in motion picture use for television programming, has joined Theatrical Enterprises, Inc., as a vice-president. There he will work on filmed spectaculars as well as TV series.

BUZZ KULIK will join the CBS-TV network staff in Hollywood as producer-director, effective April 1, it is announced by **AL SCALPONE,** vice-president in charge of network programs. His initial assignment will be to direct the network's dramatic-documentary series, "You Are There."

PETER CAVALLO, radio-television vice-president for J. Walker Thompson in Chicago, has resigned to accept a similar post with McCann-Erickson in New York.

R. T. WITTWER, former midwestern sales manager for General Teleradio, has joined Ziv Television as account executive in the Chicago office.

CHICAGO

CHICAGO: A new TV swi center will be built here in for the Democratic conve According to Illinois Bell phone Co. officials, the instal costing $600,000, will be the modern in the country and w place present equipment West Congress St. and 311 Washington St.

FRED A. NILES, who has o new studios in a three 12,000 square foot building West Hubbard, and who pr $1,000,000 gross this year, mated that 40 per cent of his ness will be TV commercia per cent packaged TV show per cent industrial and sales ing films.

WILDING Picture Produ already one of the largest studios in the country as w in this area, is building a 4,000 square foot studio Argyle Street plant.

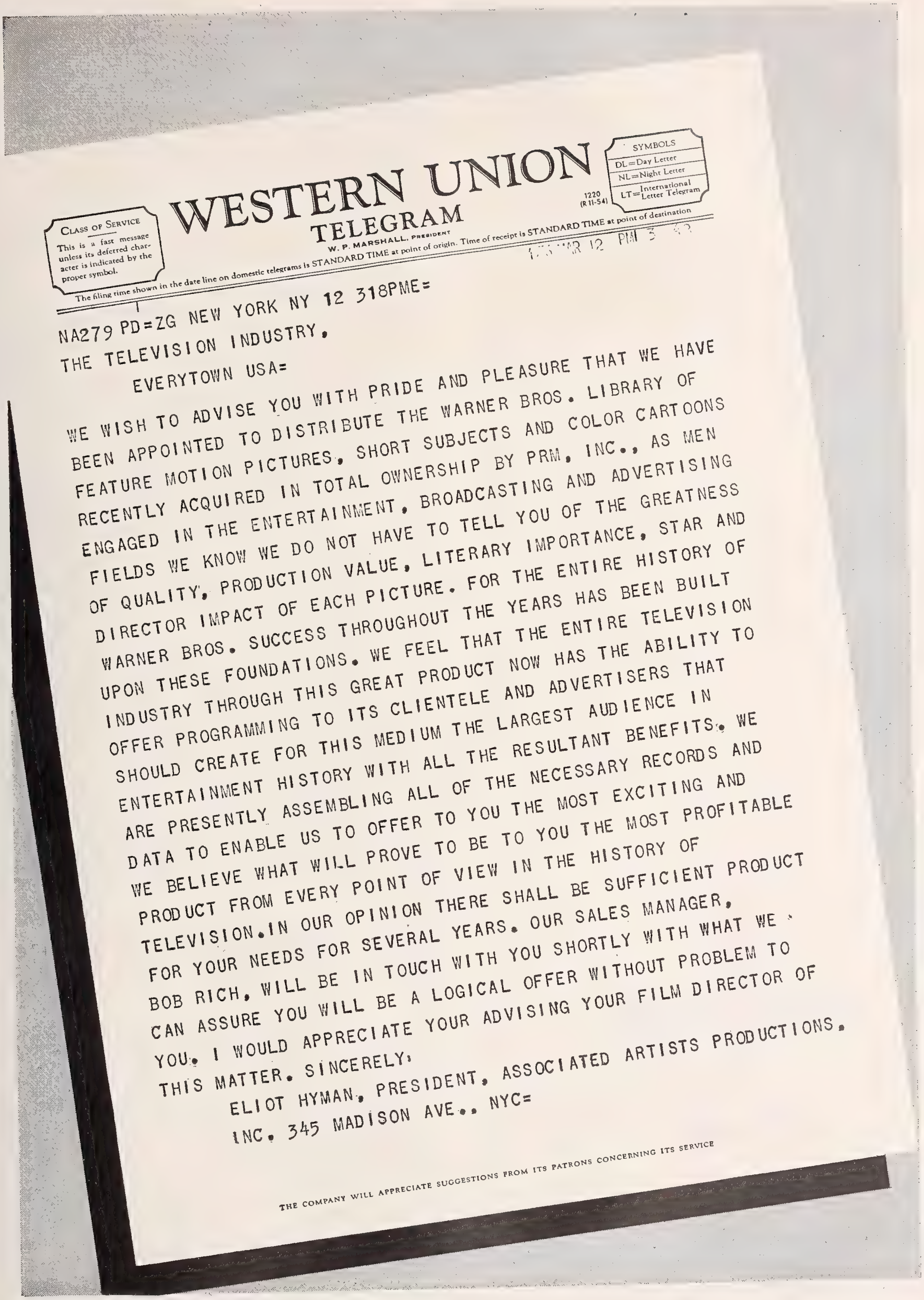
THE time schedule at WNB full conversion to color Ap is all set. Four studios, wit live color TV camera chain two color film camera chain be ready for operation by April. In addition a 25,000 s foot building is being const on the roof of the Merch Mart for production and s shops.

WGN-TV, which boosted its tive radiated power to 3 watts and has been transm from a 914-foot antenna ato Prudential Building since Ja 15, has as of March 1 inc its basic rate charges. Cl time, formerly from 7 to 11 will run from 8 to 11 P.M., day through Sunday, and Cl from 5 to 8 P.M. Sundays an 8 P.M. Monday through Satu Hour rate on Class A is from $1,500 to $1,800, night from $310 to $375 and day from $135 to $150.

WBBM-TV (CBS) on Mar began a five-week network or tion of a musical variety starring Burgess Meredith. ard Miller is producer. It re the 5 to 5:30 P.M. Gene program.

KLING Film Productions nounced the development of electronic camera coupling sy designed and improved by its Gibney, realizing the full effi potential of cost saving camera technique.

MOST of the members o Chicago AFTRA chapter met new national executive secr Don Conway, for the first ti a meeting held last week, alth he is a former Chicago att A committee of 42 membe represent the various branch talent was elected to condu gotiations this Fall for con renewals with TV stations.



CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

1220
(R 11-54)

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

MAR 12 PM 3

NA279 PD=ZG NEW YORK NY 12 318PME=
THE TELEVISION INDUSTRY,
EVERYTOWN USA=

WE WISH TO ADVISE YOU WITH PRIDE AND PLEASURE THAT WE HAVE
BEEN APPOINTED TO DISTRIBUTE THE WARNER BROS. LIBRARY OF
FEATURE MOTION PICTURES, SHORT SUBJECTS AND COLOR CARTOONS
RECENTLY ACQUIRED IN TOTAL OWNERSHIP BY PRM, INC., AS MEN
ENGAGED IN THE ENTERTAINMENT, BROADCASTING AND ADVERTISING
FIELDS WE KNOW WE DO NOT HAVE TO TELL YOU OF THE GREATNESS
OF QUALITY, PRODUCTION VALUE, LITERARY IMPORTANCE, STAR AND
DIRECTOR IMPACT OF EACH PICTURE. FOR THE ENTIRE HISTORY OF
WARNER BROS. SUCCESS THROUGHOUT THE YEARS HAS BEEN BUILT
UPON THESE FOUNDATIONS. WE FEEL THAT THE ENTIRE TELEVISION
INDUSTRY THROUGH THIS GREAT PRODUCT NOW HAS THE ABILITY TO
OFFER PROGRAMMING TO ITS CLIENTELE AND ADVERTISERS THAT
SHOULD CREATE FOR THIS MEDIUM THE LARGEST AUDIENCE IN
ENTERTAINMENT HISTORY WITH ALL THE RESULTANT BENEFITS. WE
ARE PRESENTLY ASSEMBLING ALL OF THE NECESSARY RECORDS AND
DATA TO ENABLE US TO OFFER TO YOU THE MOST EXCITING AND
WE BELIEVE WHAT WILL PROVE TO BE TO YOU THE MOST PROFITABLE
PRODUCT FROM EVERY POINT OF VIEW IN THE HISTORY OF
TELEVISION. IN OUR OPINION THERE SHALL BE SUFFICIENT PRODUCT
FOR YOUR NEEDS FOR SEVERAL YEARS. OUR SALES MANAGER,
BOB RICH, WILL BE IN TOUCH WITH YOU SHORTLY WITH WHAT WE
CAN ASSURE YOU WILL BE A LOGICAL OFFER WITHOUT PROBLEM TO
YOU. I WOULD APPRECIATE YOUR ADVISING YOUR FILM DIRECTOR OF
THIS MATTER. SINCERELY,
ELIOT HYMAN, PRESIDENT, ASSOCIATED ARTISTS PRODUCTIONS,
INC. 345 MADISON AVE., NYC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

HOLLYWOOD, U. S. A.:

HOLLYWOOD: ***Charles Marquis Warren,*** producer - writer - director of "Gunsmoke," has plans ready to film the pilot of "Cavalry Patrol" early next month at Kanab, Utah. "Bill" will continue to produce "Gunsmoke," the CBS top-rater, but will schedule his time to produce-and-direct only the first group of films for the new series. "Cavalry Patrol" will be a CBS-backed package, built around four characters Warren developed from a feature he wrote titled "Little Big Horn." ***Dewey Martin*** will play the lead in the series.

◆

KNXT was honored with the Special Station Achievement Award for the second consecutive year to climax the local awards segment of the "Emmy" night. The station has done a great job of public service programming with shows like "Focus On Delinquency" and "Smog."

KRCA took four of the seven local station awards with ***Peter Potter's*** "Juke Box Jury" in the Best Local Entertainment category; ***Bob Paige*** for Most Outstanding Personality; and ***Eleanor Powell*** who accepted two Emmys, one for Most Outstanding Female Personality and the other for her show, "Faith of Our Children." ***George Putman*** achieved the Emmy for Best News Program, heard and seen via KTTV. ***Dr. Baxter's*** program of "Shakespeare on TV," a KNXT feature, scored with the Best Documentary or Educational Program. KHJ-TV won the Best Sports Program spotlight for all Pacific Coast League games.

◆

Warner Bros. has acquired the story properties and rights for a new television half-hour film series on insurance investigations, entitled "96 William Street," it is announced by Sunset Productions, Inc. Negotiations are going on with ***Lee Bowman*** for the role of Tom Anchor, investigative chief of "Security, Inc." the fictional investigation headquarters of the insurance world. Plot will be subordinate to characterization, acordinate to characterization, says ***Andrew L. Gold,*** producer.

◆

Peter Potter's "Juke Box Jury" has two sponsors in the bag for network televising of the musical guest panel show. A deal was buttoned up on the day following his Emmy award for the best local entertainment program. Pete says the sponsors are shopping for a network who will supply the best air time during the summer.

—SAMUEL D. BERNS

My Sincere Appreciation

FRED COE

Best Producer
Live Series
PRODUCERS' SHOWCASE

SPOTLIGHT

(Continued)

ing year. From headquarters in New York, the company announced last week that a monthly quiz show, "Hidden Treasure," is set to go into production in June. It is to be sponsored by the Disabled American Veterans and will have a jack pot of $50,000. Also on the docket—and in various stages of planning—are "Second Honeymoon," "What's Your T-View," "Opportunity U.S.A.," "Surprise Party," "The Gadget Game" and "Double Your Money."

"American Story"

▶ The E. I. DuPont de Nemours Company, sponsor of the original Cavalcade of America series and which wisely retained residual rights to the half-hour films, recently named Official Films as distributor for 39 of the original programs filmed between 1952 and 1955. The series is titled "The American Story" and promoted for an institutional type of sponsorship. These films, incidentally, are over and above those other "Cavalcade" segments which Official acquired as part of its Four Star Productions, Inc., acquisition. Last week, Official announced that KNXT, Los Angeles, had purchased its library package of 153 "Four Star Playhouse" programs for "one of the top prices paid for a single property in a single market." This precedes early national syndication of the package.

Black Spot

▶ Until recently, tenants in New York's Empire State Building were in the odd position of being about as close as they could possibly get to the source of all the city's television signals (the mast of the building) and yet their reception was just about the worst in the city. The explanation was simple: TV waves are emitted horizont and not vertically. Recently situation has been remedied by Television, manufacturer of m ter antenna systems. Bell rep that it has installed a speci built master antenna so that pire State tenants, including v ous prominent TV sponsors, agencies and others to whom is a way of life, now get as g reception as any in the city.

"Emmy" Man

▶ It is right and good that Sullivan should have been na national chairman of the "Em awards committee for next sea The vocal and enterprising Sullivan has worked long and h to make the Academy of Televi Arts and Sciences bigger and ter, and the "Emmy" awards one of its prime public functi As chairman also of the Acaden New York chapter, he will c mence at once, he says, on pre ration for next year's awards. could not be in better hands.

January Shipments

▶ Prosperity note: The Ra Electronics-Television Manu turers Association reports t 623,790 TV receivers were ship to dealers in January. RET comments that although this "seasonably" below the Decem total of 800,192, it still represer an increase over January a y ago.

Back to School

▶ NBC and Barnard College be collaborating this summer o six-week training program in ra and television—Barnard supply the students and NBC most of faculty as well as the facilit Pressed into service are Mic Dann, vice-president of prog sales for NBC-TV; Robert W producer-director; William We NBC script division, and St White, program manager WRCA, among others.

The Show-Makers

Red Buttons *and* ***James Barton*** *co-star in "The Tale of St. Emergency," an original fantasy by* ***Jackie Gleason*** *on "Studio One," tonight on CBS-TV. Also starring are* ***Cecil Kellaway*** *and* ***Henry Jones*** *with* ***Russell Collins*** *featured. The teleplay is adapted by* ***Howard Rodman,*** *produced by* ***Felix Jackson*** *and with* ***Paul Nickell*** *handling the direction.*

◆

Pat O'Brien *stars in "Thirty Year Man" on the "United States Steel Hour" on Wednesday, March 28 on CBS-TV. The hour is produced by the Theatre Guild under the supervision of* ***Theresa Helburn, Lawrence Langner*** *and* ***Armina Marshall.***

Noel Coward *will star in direct his own TV rewrite of "T Happy Breed" on the Ford S Jubilee, Saturday, May 5. Sch uling of the 90-minute show announced Friday by Ford CBS-TV, thus scotching run Ford had had enough Coward.*

◆

Red Skelton *has* ***Judy Canova*** *his guest star in a color produc of "The Red Skelton Show," T day, March 27 on CBS-TV. C* ***Barker*** *produces.*

◆

Jeff Morrow *stars in "The Fin of God" on "Schlitz Playhouse Stars" Friday, March 30, on C TV.*

assing in Review

Y FOUR DAYS ELAPSED between bestowing of the Emmys C-TV, Saturday, March 17) and Oscars (NBC-TV, Wednesday), making the onerous comparisons inevitable. Judged either as television rtainment or as a reflection of an industry that seems to know where going, the Oscar show put the other to shame: it was technically it had pace and direction; but most importantly, it's awards were inent. Acknowledging the fact that in many cases it would take a mon properly to categorize television shows for award purposes, it d seem that even Lassie could have improved the way it was done year. This, of course, is a question that has been raising tempers the middle of February. Alfred Hitchcock vs. Disneyland, indeed!

glance at NBC-TV's The Big Surprise Saturday night revealed Mike lace to be doing a good, workmanlike job, under conditions which a lot less trying than those which Jack Barry had to face in the 's formative weeks. Sunday afternoon (March 18) CBS-TV's Adven- presented a fascinating discourse on the hawk, including Walter Tilburg Clark's the life and death of "Hook." That same evening, -TV's Alcoa Hour offered two veteran film names, Glenda Farrell Frank McHugh in a fine, lively teleplay by Jerome Ross, "Doll Face." ng Nancy Malone shared the performing honors.

onday night, ABC-TV's Voice of Firestone presented a special full- r grab-bag described as "dramatic, musical pageantry" and called ringtime, U.S.A.," thus providing east coast wits with enough gags a full week of ad-libs. The show, designed as a cavalcade, was a ange with some fine ingredients, Helen Hayes (hostess), Rise Stevens, rice Munsel, Paul Whiteman, among others. Elsewhere in the week:

LLMARK HALL OF FAME, The Taming of the Shrew." BC-TV, 1½ Hours, 4 P.M., EST, unday, March 18, 1956. Live, mpatible color, from New York. or Hallmark Cards, Inc.

Iaurice Evans, outstanding ftsman of the theatre that he is, ns once again to Shakespeare his most recent Hall of Fame vision production performance, time in the comedy, "The ming of the Shrew," himself ying the handsome Petruchio. li Palmer offered the wilful therine, and Diane Cilento the nger sister, Bianca. Against usual and stylized sets which de for effective and economical kground, Evans presented a ely, energetic characterization, th Miss Palmer responding in d. George Schaefer, director, ot the pace swift at all times, d the adaptation for TV by chael Hogan and William Nichwas devised to make for a mewhat noisy exposition of the gaging plot, whose theme is imicit in its title. It still remains matter of interest to ascertain to at extent the greater portion of e TV viewing population of the tion is intrigued by (a) Shakeeare, and (b) the bard as transted into terms of TV. The Shakeearean dialogue has always reired careful attention, at best. the living room the best place r that? But, indeed, especially r those who care, better there an not at all.

UT OF DARKNESS, CBS-TV, 1½ Hours, 5 P.M., EST, Sunday, March 18, 1956. Film. Unsponsored.

The CBS Public Affairs Department made another important conibution to television programing this fascinating documentary on ental illness. With Dr. William C. lenninger supplying the medical narration and Orson Welles a continuity that stopped just short of preciousness, "Out of Darkness" was a perceptive presentation for the cause of mental health and, incidentally, the need for funds. By focusing mainly on the rehabilitation of one patient, the film candidly built a remarkable amount of suspense, at the same time illustrating the compassion, patience and medical know-how required to bring the mentally ill back among the living. The Metropolitan State Hospital at Norwick, Calif., the scene of "Out of Darkness," is well above the average of most mental hospitals, a fact pointed out by Dr. Menninger, who also emphasized, clearly and concisely, this nation's tremendous need for increased facilities. Technically, the film was just about perfect, despite the fact that much of it was photographed and recorded under conditions that must have been more than a little difficult. Albert Wasserman was producer-writer and Irving Gitlin was executive producer. CBS-TV, which appropriated the sponsored Omnibus time to put on this public service program, is to be commended.

SHOWER OF STARS, CBS-TV, 1 Hour, 8:30 P.M., EST, Thursday, March 15, 1956. Live, compatible color, from Hollywood. For Chrysler Corporation.

Lively, light and entertaining are justifiable adjectives for this program in the Shower of Stars series, built around the dead-pan talent of Jack Benny, who must be ranked in the forefront of enduring comedians. The focal point of the show is an expert handling of the brief play by George Kelly, "The Flattering Word," as adapted for TV. Ably supporting Benny as the college dean at the turn of the century who frowns on the stage until he is properly flattered, are Fredric March as the visiting actor, Peggy Lee as the dean's wife, and especially Elsa Lanchester as the houseworker, who is simperingly affected by the same flattery. Proved again is the basic fact that sterling performers are almost certain to provide top-grade entertainment.

THE COUNT OF MONTE CRISTO. WABD-New York, ½ Hour, 7 P.M., EST, Saturday, March 17, 1956. Film. For Alumaroll Products.

The splendidly exciting and thoroughly intriguing character penned by Alexander Dumas in his fascinating adventures of the Count of Monte Cristo have come to television most engagingly, as produced by Leon Fromkess for Television Programs of America. In this series, for which Sidney Marshall did the adaptation and Bud Boetticher the direction, George Dolenz has the title role, and handles it most energetically and effectively. In this first episode, wherein the tone is set for subsequent episodes in which the count battles injustice perpetrated by those in high places, the feminine lead is in the attractive and capable hands of Faith Domergue. To judge by the initial episode, this looks to be a really entertaining series, with a high order of performance and production values. Its future would appear assured.

CIRCLE THEATRE: "Five Who Shook the Mighty," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, March 20, 1956. Live, from New York. For Armstrong Cork Co.

For one reason and another, producer David Susskind's newest dramatization of an actual event, in this case the story of the five Rumanian refugees who last year took over the Red Rumanian legation at Berne, was not the exciting piece it should have been. It may be that since the end of the story is well known (the five now are awaiting trial), the teleplay's emphasis was thrown onto motivations and characterizations which, in William Corrigan's script, were either confusing and/or sketchy. Phil Abbott performed honestly as the chief conspirator, though his Rumanian accent every now and then sounded deceptively Irish. Bill Daniels, Jacques Aubuchon and Harold Stone were effective in supporting roles. John Cameron Swayze, whose narration kept the story in focus, also introduced two anti-Red Rumanian leaders at the end of the show, giving the story more punch than it might otherwise have had. The "live" portions of the story were effectively supplemented by several newsreel clips which put the interior proceedings in a specific time and place. Bernard Wolfe directed.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

TELEVISION IN BRITAIN

LONDON: The I.T.A. is to investigate complaints there is too high a percentage of American film material shown on commercial TV. This was the outcome of talks between Sir Robert Fraser, director general of I.T.A., and the 15 trade unions and professional bodies who had protested that in "a typical month" 70 per cent of the filmed drama material was American and only 30 per cent British Sir Robert was told that instead of developing and building up British writers and artists the I.T.A. was allowing the import of too much cheap American material.

Under the Television Act, the I.T.A. is charged with ensuring a "proper proportion" of British material. There is at present a gentleman's agreement to limit American material to one programme in five. Both parties are to meet again to review the situation.

If the popularity polls mean anything, it's been money well spent. Such programmes as "I Love Lucy," "Dragnet," "Roy Rogers" and "Gun Law" have gone a long way to putting commercial TV on the map in Britain.

THE B.F.P.A. has banned the televising of films made by its members. After considering the extent to which the industry was controlling television broadcasts of feature films in their entirety and of excerpts from them, the producers' council passed the following resolution:

"Members should not themselves make their films available in their entirety to any of the television services in the United Kingdom, and should ensure that this prohibition is also observed by parties to whom they assign any rights in them."

THE Government has decided to defer consideration of additional television services for two years. Both the B.B.C. and I.T.A. had applied for consent to start second programmes.

Main reason for this Govern ment decision is the current drive to curb capital investment. It is also thought that it should be possible in two years to make better assessment of current technical developments, including the utilization of colour.

MACDONALD HOBLEY, B.B.C.'s star announcer, has gone over to commercial TV. After nine years, Mr. Hobley resigned to join A.B.C. Television at a salary reportedly trebled. But this wasn't his main consideration. Says Mr. Hobley: "I do not ever want to do any more announcing. This is a big chance for me to appear in the sort of programmes I have always wanted to do."

—*WILLIAM PAY*

are you
preparing for

CINEMASCOPE
55

"The new milestone in
motion picture history!"
—Front-page, N. Y. Journal-American

TODAY

the sensation
of the industry is...

RODGERS AND HAMMERSTEIN'S

CAROUSEL

COLOR by DE LUXE

NEXT

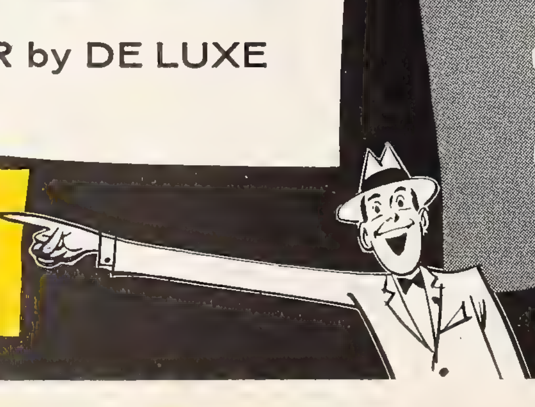
the wonder
entertainment of the world...

RODGERS and HAMMERSTEIN'S

the King and I

COLOR by DE LUXE

No changes required in the booths of theatres equipped for stereophonic sound!



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 79. NO. 59 — NEW YORK, U. S. A., TUESDAY, MARCH 27, 1956 — TEN CENTS

otal $8,218,000

BPT Reports et Earnings p 74% in '55

ear's Profit Bolstered y Improvement at ABC

Net earnings of $8,218,000 for the
55 fiscal year, representing a 74 per
nt increase over the previous year,
s reported for American Broadcast-
g - Paramount
heatres in the
mpany's an-
ual report to
ockholders,
ailed to stock-
olders yester-
y.

ABPT presi-
nt Leonard
. Goldenson
eported that
heatre income
r the com-
any was $110,-
03,000 com-
ared with $115,916,000 in 1954, a

L. H. Goldenson

(*Continued on page 8*)

Jurisdiction Claimed By SAG Over All TV Or Theatrical Films

From THE DAILY Bureau

HOLLYWOOD, March 26.—The
creen Actors Guild has announced
hat contracts negotiated with the As-
ociation of Motion Picture Producers
nd the Alliance of Television Film
Producers will be signed by all sig-
atory employers producing theatrical
r television films, stipulating Guild's
ollective bargaining agreements

(*Continued on page 7*)

Big 'Alexander' Ad Campaign for N.Y.

An intensified promotion campaign in the metropolitan area by United Artists is backing the American premiere tomorrow night of Robert Rossen's "Alexander the Great" at the Capitol Theatre in New York.

The $1,000,000 promotional campaign includes an expenditure of some

(*Continued on page 7*)

Internal Revenue Service Ruling

Admission Tax Does Not Apply to Extra Charge for a Charity Show

From THE DAILY Bureau

WASHINGTON, March 26.—The Internal Revenue Service has ruled that the federal admissions tax does not apply to any extra admissions charge levied for the purpose of raising funds to aid a tax-exempt charity.

The Service also held that the extra amount paid by the theatre-goer could be counted as a charitable contribution and deducted from his individual income tax.

The Service said it had been asked to rule on a case where an organization operated exclusively for charitable purposes and exempt from federal income tax presented a premiere showing of a film as part of a fund-raising campaign. The entire operation of the theatre, including the picture, theatre, staff and tickets, was made available to the organization without charge, and the net proceeds from the sale of the tickets went exclusively to the organization.

Providing no other entertainment

(*Continued on page 8*)

Col. and Warwick In New 3-year Pact

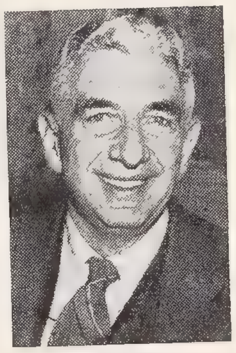
Columbia Pictures and Warwick Productions have signed a three-year extension of their agreement under which Columbia has exclusive worldwide distribution rights to all Warwick product, it was announced yesterday by Harry Cohn, Columbia president.

The deal was negotiated here with

(*Continued on page 7*)

$ Million 'War' Adv. Budget

Paramount Pictures will spend $1,000,000, exclusive of theatre engagements, for the promotion of the Ponti-De Laurentiis production of "War and Peace" which will be released domestically in August or September, according to Jerry Pickman, Paramount's vice-president in charge of advertising, publicity and exploitation.


Arthur Mayer

Pickman, who yesterday announced the formation of a special organization, headed by Arthur L. Mayer, to promote the film, estimated that "War and Peace" was the "second costliest film in the company's history." He also said that the world-

(*Continued on page 7*)

Claims It Too Costly

Congressman Voices Doubt Of a Floating Cinerama

From THE DAILY Bureau

WASHINGTON, March 26.—Rep. Rooney (D., N. Y.), chairman of a House Appropriations subcommittee handling funds for the U. S. Information Agency, voiced considerable doubt about the Agency's proposal to show Cinerama on an aircraft carrier sailing from foreign port to port.

During hearings on the U.S.I.A. budget, he indicated he felt the project would be too costly and that a "juke box might draw as many people."

The agency, which carries on the government's overseas information program, is asking a big increase in funds for the coming fiscal year for all activities, including the motion picture branch. For the year starting July 1, it is asking a $135,000,000 appropriation for all its operations, compared with $87,406,630 this year and

(*Continued on page 8*)

At D.C. Hearings

Anti-Trust Law Violation by TV Is Charged

Moore Claims Producers Dependent on Networks

By J. A. OTTEN

WASHINGTON, March 26.—Independent producers making films for television have become almost completely dependent on the major networks, the Senate Commerce Committee was told today.

The committee, which is holding hearings on television industry problems, got this testimony from Richard A. Moore, president of KTTV, Inc., in Los Angeles. Moore's all-out

(*Continued on page 7*)

Goldberg Is Named To Head UJA Drive; Will Honor Schimel

The appointment of Leon Goldberg, vice-president and treasurer of United Artists, as chairman of the United Jewish Appeal's motion picture and amusements division drive in 1956, was announced here yesterday, at the first organizational meeting of the division's executive committee, held in the offices of Barney Balaban, president of Paramount Pictures.

Leon Goldberg

Adolph Schimel, vice-president and

(*Continued on page 7*)

Zanuck Arrives for Contract Sessions

Conferences between 20th Century-Fox president Spyros P. Skouras and Darryl F. Zanuck, vice-president, got under way here yesterday upon Zanuck's return from Europe. The

(*Continued on page 7*)

PERSONAL MENTION

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, is convalescing at home here following minor surgery at Mt. Sinai Hospital.

•

ALEX COOPERMAN, Jacon Film Distributors West Coast division representative, has returned to Los Angeles from New York.

•

MORGAN HUDGINS, of the M-G-M studio publicity department, has arrived in New York from the Coast en route to Europe.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, has left New York for Buffalo, Cincinnati and Cleveland.

•

MARVIN FISH, production assistant in the United Artists advertising department, is the father of a son born here to MRS. FISH late last week.

•

NAT LEVY, RKO Radio Eastern sales manager, left here yesterday for Dallas.

•

HERBERT WILCOX, producer-director, will return to London tomorrow from New York via B.O.A.C.

•

MARTIN JUROW, of the William Morris Agency, will return to New York today from Hollywood.

•

WALTER REILLY, of the M-G-M studio production staff, has arrived in New York from the Coast.

•

LEO COHEN, M-G-M production head, has left New York for Safety Harbor, Fla.

'Marty' in L.A. Area In 25 1st Run Weeks

LOS ANGELES, March 26.—Hecht-Lancaster's Academy Award winning "Marty" has reached a record total of 25 first run weeks in the Los Angeles area, with 14 weeks at the Fine Arts and 11 subsequent weeks at the Bruin. The Bruin continues the run in combination with 20 other theatres.

Giroux Rites Today; Technicolor Rep.

HOLLYWOOD, March 26.—Funeral services for George Russell Giroux will be held tomorrow at Wee Kirk O' the Heather. Giroux died of a heart ailment at Crenshaw Hospital.

He had been representative for Technicolor Motion Picture Corp. since 1937.

NTA 6-Month Net Totalled $145,051

National Telefilm Associates' net income for the six-month period ended on Jan. 31, 1956, totalled $145,051, or 22 cents per share, as compared with a deficit for the entire 1955 fiscal year, it was reported by Ely A. Landau, NTA president.

Earnings of 13 cents per share in the January quarter represented a 44 per cent gain over the nine cents per share reported for the previous quarter.

Landau disclosed that exhibition contracts written between Aug. 1 and Jan. 31 aggregated a record $2,423,483, as compared to the $1,548,631 in exhibition contracts written in the previous six-month period. For the three months ended on Jan. 31, exhibition contracts written amounted to $1,372,651, as against $1,050,832 in the prior three months, he said.

On Jan. 31, 1956, deferred film rental income aggregated $1,248,701, in contrast to $526,835 on July 31, 1955, the close of the 1955 fiscal year, he said. In connection with the financing of TV station film rental contracts, Landau reports the establishment of $1,500,000 credit line with the Chase Manhattan Bank.

TOA Asks Directors To Activate EFFG

Theatre Owners of America has urged the directors of Exhibitors Film Financial Group, Inc., to activate the "mothballed" project, according to the latest TOA bulletin, which lists the accomplishments of the exhibitor organization's board of directors at its recent meeting in New Orleans.

EFFG was put on the shelf last October, following TOA's Los Angeles convention. Sam Pinanski, EFFG president, at that time, stated the directors of the film investment group had voted to "mothball" the EFFG project for six months, by which time it was hoped the Department of Justice would have stated its position regarding participation of divorced circuits.

In a resolution adopted then, EFFG "would not be able to fulfill its purposes for which it was formed" without affiliated circuit participation.

Wanger, in Hospital Suffers Heart Attack

HOLLYWOOD, March 26.—Walter Wanger today suffered a heart attack described by his physician as "mild" during a checkup which the producer was undergoing at Cedars of Lebanon Hospital.

Wanger will stay at the hospital for two weeks. "Underdog," his first of six pictures for RKO Radio release, is slated to roll on May 28.

Tax Rate Extension Goes to White House

From THE DAILY Bureau

WASHINGTON, March 26. — The Senate passed and sent to the White House legislation to extend the 52 per cent corporate tax rate until April 1, 1957. The rate would drop to 47 per cent at the end of this month otherwise. The President requested the legislation and is expected to sign it into law promptly.

Huston to Produce 'Typee' for A.A.

A July 15 shooting date has been scheduled tentatively by producer-director and writer John Huston for his production of Herman Melville's autobiographical romance "Typee" for Allied Artists release and distribution.

At a press conference on Friday, Huston disclosed that the film, his first for A.A. will be filmed in the South Seas, the area where Melville, a New Englander, was held captive by natives after jumping a trading vessel. Negotiations are under way with Gregory Peck to star in the production, while the female lead role will be played by a native of the South Sea islands.

Reade Circuit Divests S.F. House Interest

Walter Reade Theatres, Inc., has divested itself of its 50 per cent interest in the Bridge Theatre, San Francisco, it was announced by Walter Reade, Jr.

The Bridge, San Francisco art house, has been jointly operated by the Reade Circuit and Schwarz Theatres of California since October, 1953.

Divesture of the Reade-Schwarz operation became effective on Feb. 29.

Musicians Fund to Sponsor 'Butterfly'

The American premiere of the new Technicolor opera film, "Madame Butterfly," has been set for the Baronet Theatre here, on April 23, Seymour Poe, executive vice-president of I.F.E. Releasing Corp., announced. The event will be sponsored by the Musicians Emergency Fund for the benefit of the Hospitalized Veterans Music Service.

Start 7 New Films; 28 in Production

HOLLYWOOD, March 26.—Another increase in production this week brought the total number of pictures in work up to 28. Seven new pictures were started and four others were completed.

Legitimate Theatr And Concert Grou Seeking Tax Relie

From THE DAILY Bureau

WASHINGTON, March Legitimate theatres and concert agers are urging Congress to ex "cultural activities" from the fe admissions tax.

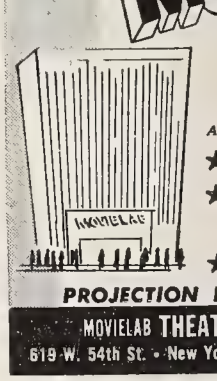
Senator Wiley (D., Wisc.) p the "Congressional Record" a from the National Associatio Legitimate Theatres and the Nat Association of Concert Man strongly recommending this co

Points to Film Tax Relief

The letter from the two g indirectly takes a swipe at the m picture industry by declaring tha 50 cents admissions tax exempti the present law, "while of great to other entertainment media, he ened the competitive inequity tween fine arts productions and forms of entertainment which by very nature are able to charge stantially lower admissions."

The drive by the concert bu and legitimate theatres for tax could conceivably represent com tion to the motion picture indu drive for further admissions tax or could reinforce the film ind drive.

NEW YORK THEAT
RADIO CITY MUSIC HAL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAIN
A Warner Bros. Picture
and The Music Hall's Great Easter S



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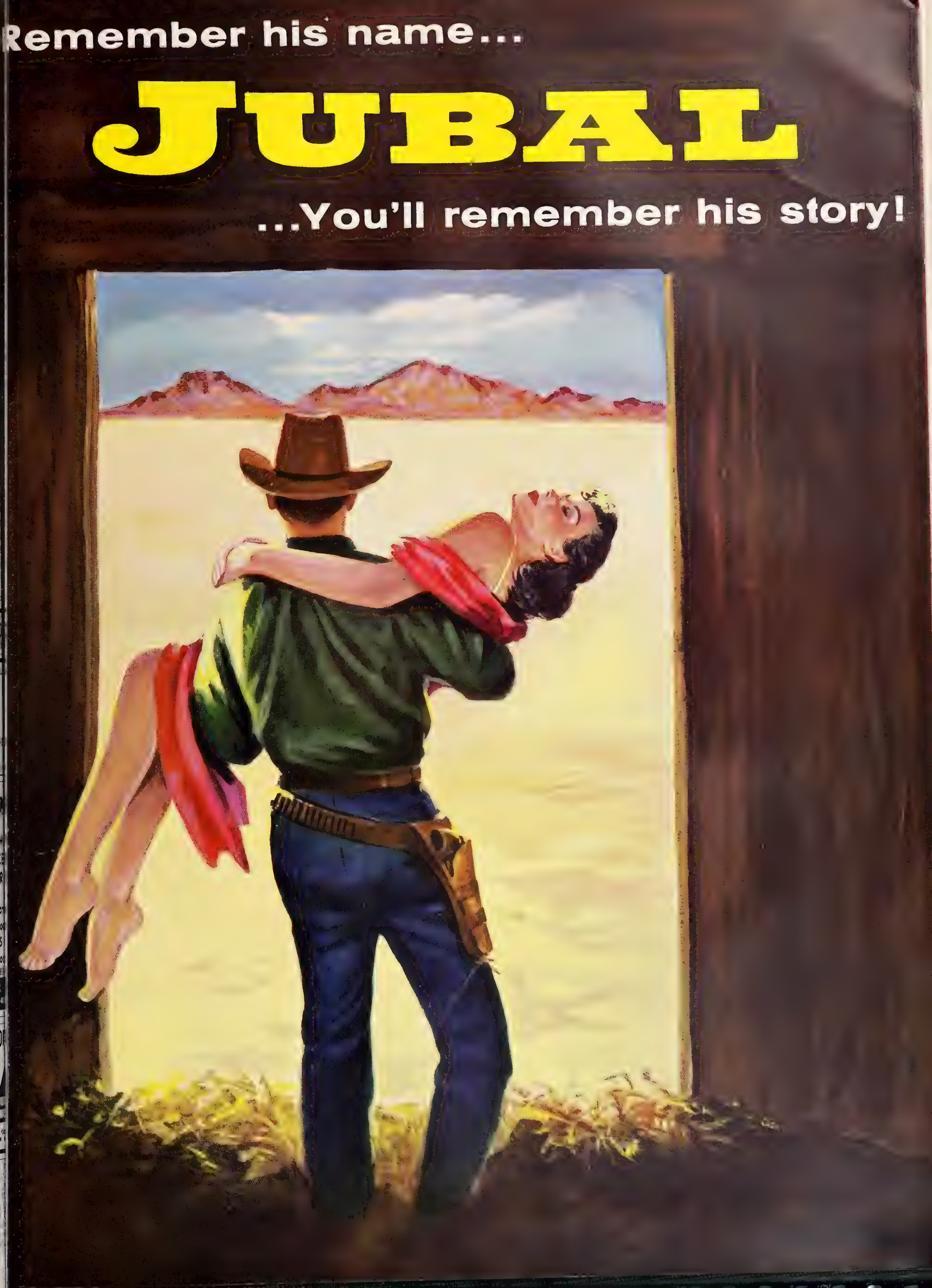
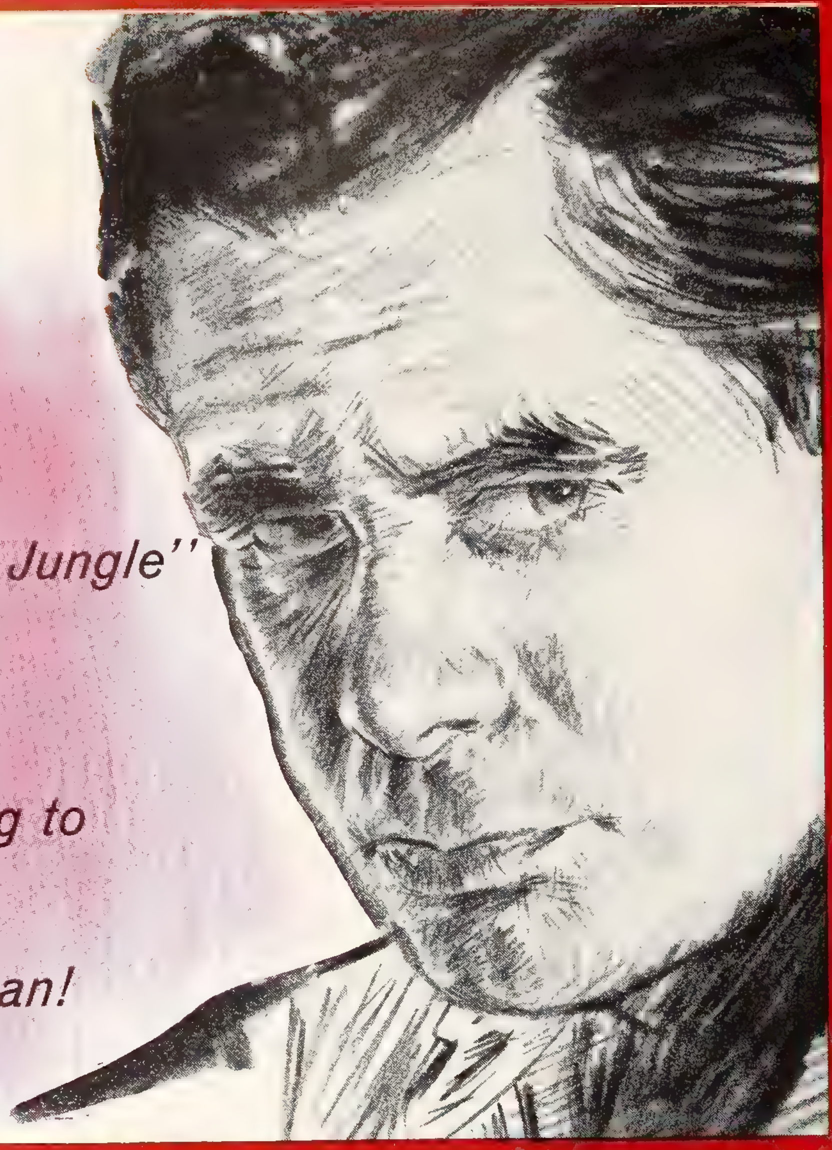

Remember his name...
JUBAL
...You'll remember his story!

You'll remember all of the excitin

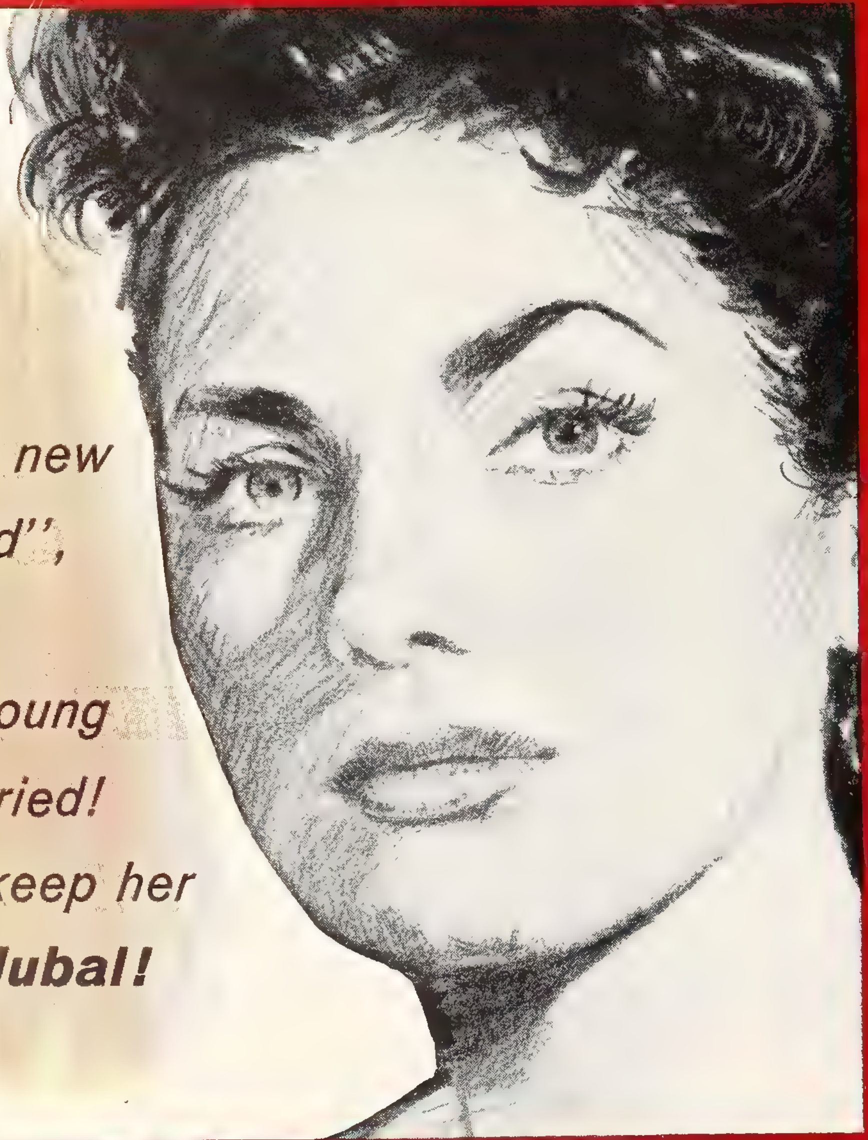


GLENN FORD

*star of "Blackboard Jungle" and "Trial!" as **Jubal...** Trouble clung to him—like a wanton woman!*

ERNEST BORGNINE

*voted "Best Actor" by the N.Y. Film Critics, for "Marty," as Shep... who trusts his wi too far with **Juba***



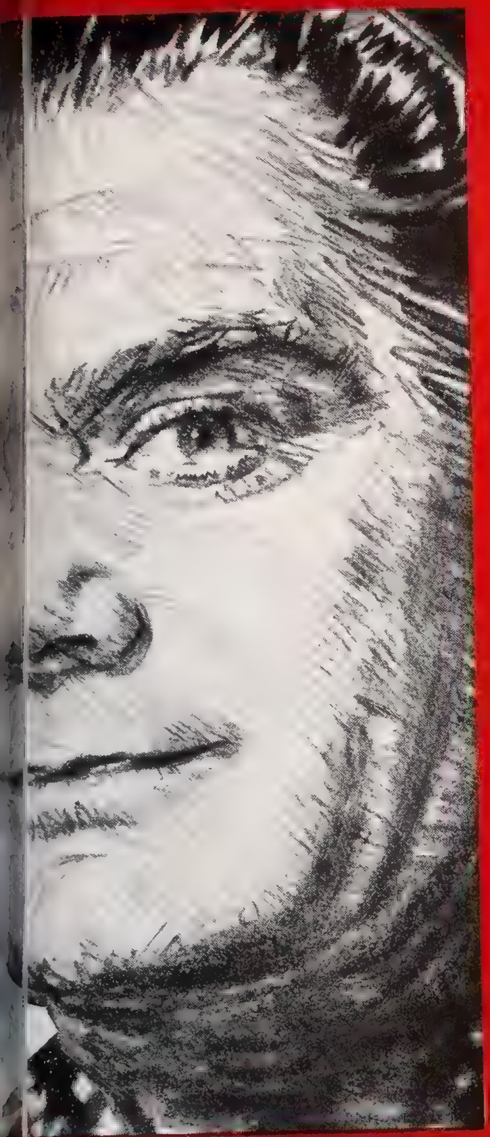
VALERIE FRENCH

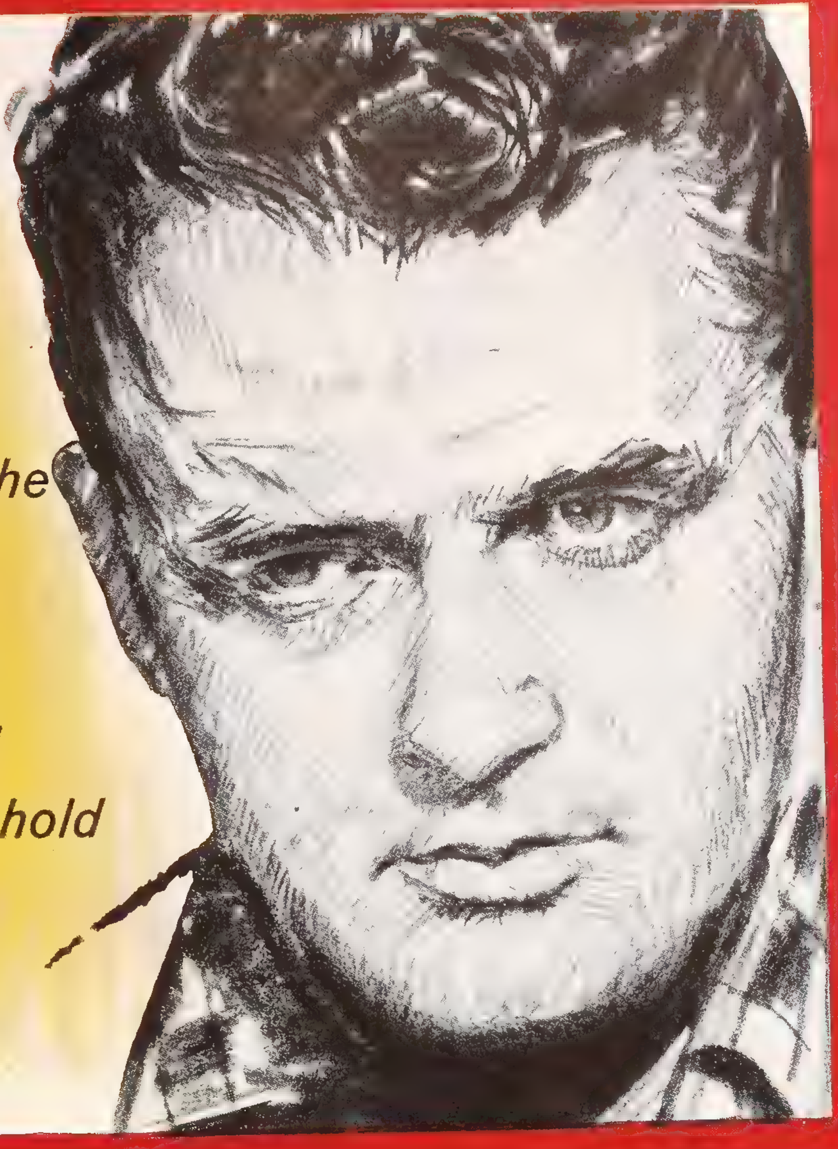
*an exciting new screen "find", as Mae... Restless, young ...and married! She can't keep her hands off **Jubal!***

FELICIA FARR

*a bright new talent, as Naomi.. whose lips were untouched by any man's ...until **Jubal!***

ople and exciting performances!





ROD STEIGER

*find of "On the Waterfront" the badman who isn't big enough...to hold all his hate for **Jubal!***

Exciting is the word for JUBAL!

JUBAL

is

coming

in

MAY

. . . . from *Columbia!*

GLENN FORD · ERNEST BORGNINE · ROD STEIGER

Remember his name...

JUBAL

...You'll remember his story!

introducing

VALERIE FRENCH · FELICIA FARR with BASIL RUYSDAEL · NOAH BEERY, Jr.

Screen Play by RUSSELL S. HUGHES and DELMER DAVES · Based on a Novel by PAUL I. WELLMAN

Produced by WILLIAM FADIMAN · Directed by DELMER DAVES · A COLUMBIA PICTURE

CINEMASCOPE

Color by TECHNICOLOR

YOU'LL REMEMBER HIS STORY. . .THE WAY YOU REMEMBER THE BOX-OFFICE STORY OF "SHA

'rust' Law

(*Continued from page* 1)

k on network policies made a impression on the committee.

ore particularly attacked the option" and "must buy" agreets between networks and afes. He charged that these pracviolated the anti-trust laws and the major roadblock in the way competitive television system.

nder the "must buy" agreements, re said, individual stations agree ithhold certain desirable time pe- s from sale to any advertiser un- the advertiser agrees to buy valent time on all other affiliates the same network. Under the e option" agreements, he stated, affiliated stations agree to broad- during certain key hours what- programs the network offers, and those programs.

Calls It 'Block Booking'

loore said there was good reason believe that these agreements, ich, he declared, are used by NBC CBS, "constitute the kind of ck booking or blind selling which s held unlawful by the U. S. Su- me Court in the motion picture ustry cases."

The effect of these practices on the lependent film producer, Moore ued, is to make him dependent on networks. This is because, he d, in order to defray the cost of good TV film program, the pro- cer must be able to sell in virtually the important markets of the untry, and the only means by which producer can be assured of enough od time periods is to sell the pro- am to a network or to an adver- er able to place the program on a twork.

To correct the situation, he urged tion by the FCC and Congress to rmit stations to accept or reject ograms on their own merits, with- t any sort of tie-ins.

Jahncke Heard for ABC

Ernest Lee Jahncke, Jr., vice- esident of the American Broadcast- g Co., told the committee that the ajor problem facing the TV industry the lack of at least three competi- ve facilities in the major markets. e said this was the problem ABC ced in trying to compete with CBS nd NBC.

Jahncke attacked both the FCC nd the committee for inaction. He ged deintermixture to create homo- eneous UHF or VHF markets. ovement of additional VHF channels some communities, and the use of ome VHF channels presently as- gned for educational use.

'Alexander' Drive

(*Continued from page* 1)

70,000 in newspaper advertising for he CinemaScope production. Na- ional B'nai B'rith will benefit from he New York performance as well s the simultaneous showing in Los ngeles. The Metropolitan Council nd Cinema Lodge of B'nai B'rith re sponsoring the New York pre- miere.

REVIEW:

The Birds and the Bees

Gomalco—Paramount—VistaVision

TO MANY TELEVISION fans, Saturday night is Gobel night; and to those who are not TV addicts the name means something special inasmuch as Lonesome George is a top topic of conversation when television is being discussed. Therefore, it becomes obvious that an exhibitor has a very salable product in "The Birds and the Bees." Add the names of Mitzi Gaynor, David Niven and Reginald Gardiner and a package is delivered that has strong box-office potentials.

The picture has many hilarious moments as well as a few dull spots. But all-in-all it achieves its purpose: escape entertainment with a generous share of romance, music and slapstick. Of the two songs in the picture, the title song, "The Birds and the Bees," has the better commercial possibilities and is likely to become a hit.

Gobel, in his first screen effort, portrays the type of character that would be expected of him—a meek little fellow, heir to a meat-packing fortune, whose big interest in life is snakes. On an African safari with his friend and bodyguard, Harry Bollaver, he captures a fine reptile specimen and returns to the states on a luxurious liner. Among the passengers is a trio of card sharks, Miss Gaynor, her father, Niven, and their partner, Gardiner. They are out to relieve Gobel of his money, but their efforts are thwarted when the girl falls in love with him. The romance continues on through the voyage, resumes and ends on shore and picks up again for the happy fadeout.

The script gives Gobel the type of material for which he is well known—the slow and easy characterization with the whimsical overtones. And he plays it to the hilt. Niven and Miss Gaynor also give polished performances. The picture was produced on an elaborate scale with fine sets and photography and excellent color by Technicolor.

With Gobel on the top rung of the television comedy ladder, exhibitors should cash in on this vehicle. It has many selling angles as well as marquee names with drawing power.

Paul Jones produced and Norman Taurog, a veteran of comedy, directed from a screen play by Sidney Sheldon and Preston Sturges and based on a story by Moncton Hoffe.

Others in the cast are Fred Clark, Hans Conreid, Margery Maude, Clinton Sundberg, Milton Frome, Rex Evans, King Donovan, Mary Treen and Charles Lane.

Running time 94 minutes. General classification. For release in May.

AL STEEN

SAG Jurisdiction

(*Continued from page* 1)

cover all motion pictures, including those made with tape or other electronic devices. John Dales, SAG's national executive secretary, expressed hope a paragraph inserted in new television supplement of Guild's codified basic agreement will clarify SAG's jurisdiction of all motion pictures made by motion picture cameras, electronic cameras or devices, on film, tape or otherwise, or any other means now used, or "may hereafter be adopted."

SAG wrote producers of television filmed commercials advising them of its sole jurisdiction for all players employed in production of film commercials to relieve any misconception of AFTRA's identity in the motion picture field.

Mrs. Marie Hellrigel

CLEVELAND, March 26.—Mrs. Marie Hellrigel, mother of Henry Hellrigel, who specializes in building motion pictures theatres, died here. Survivors include one other son and three daughters.

Feins to Head Para. Story-Writing Dept.

HOLLYWOOD, March 26. — Bernard Feins has been named head of Paramount's story and writing department effective May 1. Feins takes over the post held by John Mock, who will be given more important functions in connection with general production activities at studio.

Feins, who headed his own literary agency, was formerly story editor at M-G-M for two years.

Pine-Thomas to Make Films for Television

HOLLYWOOD, March 26.—Pine-Thomas, production firm, will branch into television. Pilots on two series will be filmed in May, under supervision of a new TV department headed by writer Paul Monash.

"Torrid Zone," adventure series, will be shot on location in Central and South America. "Outpost," stories of the Old West will also be shot on location.

Goldberg

(*Continued from page* 1)

general counsel of Universal Pictures, who chaired the division's annual drives for UJA during the past three years, introduced Goldberg at the meeting.

Rabbi Herbert Friedman, a vice-chairman of the national UJA drive, reported on the tense security situation in Israel today. Henry Bernstein, also of national UJA, cited the importance of this year's drive, especially the "Survival Drive."

Goldberg announced that the guest of honor at this year's annual luncheon will be Schimel in recognition of the latter's generous expenditure of his time and effort for UJA. He announced that the luncheon will be held on May 23 at the Park Lane Hotel. Goldberg also announced that Spyros Skouras, 20th Century-Fox president, will be the chairman again on corporate gifts.

'War' Ad Fund

(*Continued from page* 1)

wide gross for "War and Peace" should "exceed the $26,000,000 gross attained by 'The Greatest Show on Earth.'"

In discussing his "umbrella of coverage" for the promotion of the co-production venture, Pickman said that Mayer's unit would operate outside the realm of the regular Paramount advertising-publicity group, in the same manner in which the special unit is working on "The Ten Commandments," the company's "costliest film."

Russell Holman, Eastern studio representative, who also attended a trade press meeting, refused to state the cost of the picture and what Paramount's financial investment in it is, when questioned. Pickman, when asked about sales policies, said that "nothing has been set as yet."

Col. and Warwick

(*Continued from page* 1)

Columbia officials by Irving Allen, who, with Albert Broccoli, heads Warwick, and Harold Berkowitz, the production company's counsel and business representative.

In making the announcement, Columbia and Warwick revealed plans for an immediate multi-million dollar film production program which would include five films. After the signing of the agreement, Allen left here for London to launch production on the first of the five pictures, "Fire Down Below."

Zanuck Arrives

(*Continued from page* 1)

talks were said to be related to Zanuck's desire to iron out a new contract for himself, under which he will become an independent producer releasing through 20th-Fox and give up the administrative detail and responsibilities of being in charge of production for the studio.

While here, he also will check the final print of "The Man in the Grey Flannel Suit." He is due to remain in New York for a week.

N.Y. Film Div. to File Views on Noonan Bill With Gov. Harriman

Special to THE DAILY

ALBANY, N. Y., March 26. — Indications today were that the State Education Department will file with Governor Harriman a statement setting forth the effect on its motion picture division of the Noonan-Zaretzki license fees bill, but will take no further position.

While it is difficult to make a precise projection for next year, an Education Department official said that enactment of the measure probably will reduce the figure from some $400,000 to $145,000. The rate for original film will be increased from $3 to $4 per thousand feet; that for prints decreased from $2 a thousand feet to $4 for an "entire copy."

The film division's appropriation is about $120,000. This does not include any part of the overhead for the law division, or for services rendered by top department officers.

The governor's annual budget message to the legislature stated that revenue from film license fees had increased from $349,000 in 1947-48 to "slightly over $400,000 in the past few years." Receipts for the fiscal year 1954-55 was set down at $411,000. Estimated for 1955-56, on the basis of $365,000 collected in the first 10 months was $450,000. The governor made the same estimate for 1956-57.

Congressman Voices Doubt

(*Continued from page 1*)

$79,216,363 last year. For the motion picture division, it is seeking $12,883,000 for the coming year, compared with only $4,466,818 this year and $3,667,147 last year.

Of the $12,883,000 total being sought for the coming year, $3,790,500 would be earmarked for the floating Cinerama exhibit. The idea would be to use a de-mothballed light aircraft carrier and install on the forward flight deck an auditorium with a 2,000 seating capacity. There would be other types of exhibits aboard, on the flight deck and hangar deck area.

Would Visit 35 Ports

The Agency plans to have the carrier visit some 35 ports in Africa and Asia during the first year, staying in each about ten days or a little less. It hopes to have the tour sponsored privately, by the American Heritage Foundation. Agency officials told the subcommittee that Cinerama International Corp. would install the Cinerama equipment on the ship and at cost and would furnish the film itself free of charge.

U.S.I.A. deputy director Abbott Washburn said the Agency had been impressed with the impact and success of Cinerama at the trade fairs in Damascus and Bangkok, and decided that it would be a good idea to try and have it shown in more places. He said the carrier would have the advantage of mobility, being able to go to many cities where no trade fairs are scheduled, and would also be quite unique—"something the Communists do not have."

"We think it is a bold operation," he said, "one which, if properly carried out and properly sponsored, will contribute much to winning support for U. S. foreign policies in the Near East and Far East."

Calculates Cost

Rooney went through some mathematical calculations and said he figured out the cost of the project would be about $9 per person seeing the project, assuming that there were a certain number of days a year of bad weather when the show couldn't be held and a certain number of days during which the carrier would be moving from port to port. U.S.I.A. officials said they figured about $3 a head if you assigned the entire cost of the project to one year, and about $1 a head if you assumed the project would continue in later years and spread the initial construction costs over three years.

Turner Shelton, U.S.I.A. film chief, said he also felt that other film processes—such as Todd-AO, VistaVision and CinemaScope—could be substituted for the Cinerama showing later, and again without charge.

Soviet Activity Believed High

The Agency also outlined to the subcommittee its plans for stepping up production and distribution of ordinary documentaries, newsreels, and other films during the coming year, with particular emphasis on local production in the various crucial foreign areas. Agency director Theodore Streibert said Soviet film activity has been at a very high level. In the first nine months of 1955, he said, they imported into the U. S. 241 shorts and newsreels and 94 features.

The Cinerama project was attacked during the subcommittee hearings by Eugene W. Castle, who stressed the government's possible financial liability in case there were any major accidents while thousands of people were on board watching the showing. He said the Agency as a whole should have a budget of only $30,000,000 or $40,000,000, and that the film service should be allotted no more than $600,000.

Sterne Named AA European Publicist

HOLLYWOOD, March 26. — The appointment of Herb Sterne, veteran Hollywood press agent, as the company's European press representative was announced today by John C. Flinn, AA advertising and publicity director.

Sterne, who recently resigned from Columbia Pictures after 13 years with that company, will leave on April 4 for Paris, where he will direct the production publicity campaign planned for "Notre Dame of Paris" and "Ariane."

ABPT Profit

(*Continued from page 1*)

decline of about four per cent. income, however, including inc from American Broadcasting C division of ABPT, and other inte was $194,662,000, the highest in six-year history of the company.

Earnings of $8,218,000 for year ended Dec. 31, 1955 amou to $1.89 per share of common s based on the number of shares standing at the end of each qua after preferred dividends of $488 These compare with 1954 earnin $4,722,000 or $1.06 a common after preferred dividends of $534 Provision for taxes was $7,79 compared with $4,921,000 in the vious year.

$1.93 per Common Share

With capital gains of $155,0 four cents a common share com with $210,000 or five cents a mon share in 1954, combined earnings amounted to $1.93 a mon share as against $1.11 a mon share in 1954. There wer 138,165 common shares outsta at the end of 1955 compared 3,968,487 common shares outs ing at the end of 1954.

Total income in 1955 was $ 662,000, an increase of $5,86 over 1954 income of $188,79 The ABC division's operating in increased to $81,117,000 from 424,000 in 1954. ABC operated itably for the year against a l 1953 and 1954. The TV netwo ported a 53 per cent increase in time billings and its program ture is being further strengthene broadened, particularly in daytim

Goldenson attributed the ap mate four per cent decline in t gross income to the progressive position of theatres, a factor whi said accounted for one-third o decrease, and to a lack of top q pictures released, particularly i fourth quarter, which, he said counted for most of the balan the decrease. "Accordingly," G son reported, "theatre earnings held up very well for the first months compared with 1954 down for the year."

Admission Tax

(*Continued from page 1*)

or refreshments are provided Service said, the extra a charged for these tickets, ove above the amount that would n ly have been charged for adm to the picture, is free from f admissions tax. However, it sai amount which represents the n admissions charge is still subje the federal tax.

Robert Newton, 50

HOLLYWOOD, March 26.— Newton, 50, British actor, died heart attack at his home here. ton, whose most recent film "Long John Silver," was vote of the top 10 British money-m film stars from 1947 to 1951.

ACADEMY AWARD WINNER!

28th ANNUAL AWARDS

BEST TWO-REEL SHORT

12th WEEK — BRUIN THEATRE
LOS ANGELES, CALIFORNIA

"THE FACE OF LINCOLN"

PRODUCED BY
CINEMA DEPARTMENT
UNIVERSITY OF SOUTHERN CALIFORNIA

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BOOK THIS MARQUEE ATTRACTION NOW!

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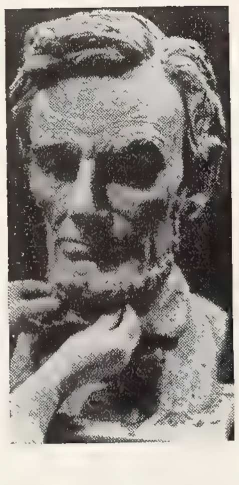

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MOTION PICTURE DAILY

Concise
and
to the
Point

. 79. NO. 60 NEW YORK, U. S. A., WEDNESDAY, MARCH 28, 1956 TEN CENTS

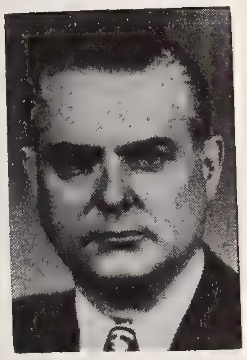
mour Says

S. Producers ust Protect elves Abroad

reign Film Industries t Best Screen Time

By LESTER DINOFF

e U. S. motion picture industry : stand united for "self protec- ' against the inroads of foreign industries in securing preferred ing time in e over- market, in opinion of ginald our, execu- vice-presi- t of Repub- Pictures ternation- Corp., who terday also erated that s company's eign business uld increase ween 50 to 60 per cent in 1956 to better product.



Reginald Armour

Armour, who recently completed second leg of his world tour, also

(*Continued on page* 2)

aramount Reports ide Acceptance of istaVision Process

VistaVision's international accep- nce is reflected in a survey by the ramount studio, which revealed sterday that pictures in the photo- aphic process will be made this ar in Hollywood, England, Italy, ain and Puerto Rico. The process so is being used extensively in the n-commercial industrial, educational d documentary fields. Two Vista- ision pictures were given Oscars st week for cinematography, Para-

(*Continued on page* 6)

'Must Get Solid Support'

Tax Repeal Efforts During Recess Of Congress Urged by O'Donnell

National tax campaign chairman Bob O'Donnell sent wires yesterday to all state tax campaign chairmen urging them to arrange meetings of exhibitors with their Senators and Congressmen during the Congressional recess which will begin tomorrow and last until April 9.

Expressing greater confidence than he has ever had that some measure of tax relief can be obtained in this session, O'Donnell made it plain that no relief would be forthcoming, however, without solid support in Congress. His wire follows:

"Having just returned from Washington, am happy to report that while there I received information from several sources that makes me more

(*Continued on page* 6)

Livingstone Named Fox UK Sales Mgr.

From THE DAILY Bureau

LONDON, March 27.—Percy Livingstone, assistant sales manager of the 20th Century-Fox office here, has been promoted to general sales manager to succeed James F. Pattinson, who has been elevated to managing director at the London office.

Livingstone, who joined the com-

(*Continued on page* 7)

AA Calls Three-Day Chicago Sales Meet

Allied Artists' domestic division and branch managers will meet with key personnel from the company's studios and the home office sales, sale service and advertising- publicity departments in a three-day conference at the Blackstone Hotel, Chicago, April 4-6, Morey R. Goldstein, AA vice-president and general sales manager, announced yesterday.

Morey Goldstein

Goldstein disclosed that the West Coast contingent will include Steve Broidy, president, and John C. Flinn,

(*Continued on page* 6)

MPIC Hits Senate Delinquency Report; Reagan, President, Calls It Prejudiced

From THE DAILY Bureau

HOLLYWOOD, March 27.—The Motion Picture Industry Council today took exception to the report issued by the Senate Judiciary Subcommittee on juvenile delinquency, which criticized the industry for producing films that are "overly brutal, violent or sadistic." Speaking for MPIC, its president, Ronald Reagan, said:

"The investigation findings of the committee were based on testimony of a few prejudiced witnesses, who have a long record of seeking to impose thought control on the entire entertainment industry.

"All evidence we have been able to gather from medical authorities is the reverse of the committee's findings. We do not feel that any emotionally disturbed child should be subject to any kind of stimulating experience, and that includes motion pictures."

MPIC will hold further discussions next week on measures calculated to refute committee's claims.

Distribution Move

Arbitration Draft Now Is In SSB Hands

Document Also Sent to Justice Department

By MURRAY HOROWITZ

The film companies have forwarded the industry's arbitration draft to the Senate Small Business subcommittee and the Department of Justice, it was learned here yesterday.

Disclosure that the draft already has been forwarded to the Senate Small Business subcommittee came as distribution attorneys prepared to hold a preliminary meeting, possibly later this week, to study the testi-

(*Continued on page* 7)

Chas. Winchell Pres. Of Minn. Amusem't; French Is Chairman

Special to THE DAILY

MINNEAPOLIS, March 27.—Harry B. French, president of Minnesota Amusement Co., AB-Paramount Theatres affiliate which operates more than 40 theatres in Minnesota, the Dakotas and Northern Wisconsin, advances to chairman of the board in a series of promotions announced here today.

French's place as president will be

(*Continued on page* 6)

MPEA Meet Airs Italian Film Issues

The complicated Italian situation was discussed at yesterday's meeting here of the Motion Picture Export Association's board of directors.

Foreign managers were brought up to date at the representations made in Rome by U. S. interests against

(*Continued on page* 7)

GREGORY PECK
JENNIFER JONES
FREDRIC MARCH
in 20th Century-Fox's
The Man in the Gray Flannel Suit
COLOR BY DE LUXE
CINEMASCOPE
ADVERTISED IN THE MAY ISSUE OF
Redbook
• More than 6,000,000 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Philadelphia today from here.

•

Richard E. Smith, vice-president of Smith Management Co., Boston, is the father of a son born there to **Mrs. Smith** at Beth Israel Hospital. The grandfather is **Philip Smith**, president.

•

Jake Flax, branch manager for Republic Pictures in Washington, is a patient at Johns Hopkins Hospital, Baltimore.

•

Leo F. Samuels, president and general sales manager of Buena Vista, has left New York for Atlanta and Florida.

•

Les Kaufman, advertising and public relations director for UPA Pictures, Inc., has arrived in New York from the Coast.

•

Norman Cook, vice-president and general manager of Leland Hayward Prods., has left Hollywood for Havana.

•

Robert Siodmak, producer-director, is in New York from Hollywood, en route to France.

•

B. J. Robson, Phoenix Prods. executive, has left New York for London via B.O.A.C.

•

Jack Shulman, Cleveland exhibitor, has left there with **Mrs. Shulman** for Florida.

•

Charles Tucker, talent agent, has left New York for England via B.O.A.C.

•

Herbert Wilcox, producer-director, has delayed his return to London from here until the weekend.

'Alexander' to Bow Tonight in N.Y., L.A.

Dual benefit premieres tonight in New York and Hollywood will launch Robert Rossen's CinemaScope production of "Alexander the Great," a United Artists release in Technicolor.

National B'nai B'rith will benefit at the New York Capitol Theatre showing, while proceeds at the Fox Wilshire Theatre performance in Hollywood will go to the U. S. Olympic Fund.

Industry leaders will join government, state, civic and Broadway celebrities in attending respective showings.

Armour Reports on Europe

(*Continued from page 1*)

reported that "the depression of U. S. domestic business is seeping into foreign business, due mainly to the impact of television."

The Republic executive, speaking at an Essex House trade press conference, said that the company will distribute "22 to 24 films abroad this year" and that this "better line-up of our own productions, plus some J. Arthur Rank films and a few German pictures, will tend to boost our foreign business between 50 to 60 per cent over our 1955 figures." Armour, reluctant to discuss the domestic business of the company, said that he hoped the Republic business in the U. S. would rise proportionately. He said that at present 40 per cent of company's distribution is conducted abroad.

Commenting on the general industry situation overseas, Armour said that the American domestic business decline has "seeped into the international market. The bad business reported in America has brought about a tendency on the part of foreign theatremen to be watchful of the inroads of television.

Armour, continuing, stated that the German and French film industries have "made a rich influx" into playing time in many European markets which used to be ripe for U. S. product. He said that the American industry, confronted with license restrictions, must stand together "for self-protection" in these markets, such as Holland, Belgium and Denmark, where German pictures have been getting the preferred playing time.

A number of Italian film printing technicians, who have been handling the Trucolor processing of Republic product in Italy, will shortly come to the U. S. for a follow-through and inspection of the operations at Consolidate Film Labs here, according to Reginald Armour, Republic Pictures International executive vice-president.

Acquired Foreign Films

The Republic International executive pointed out that his company has acquired some foreign produced product for distribution, among them being the German film, "Congress Dances," in CinemaScope and Trucolor. He pointed out also that Republic has also completed production in Spain on "Lisbon," in the Naturama anamorphic process. The Naturama process is compatible with CinemaScope and is projected with a 2:35-to-1 aspect ratio, he said. Armour also disclosed that Republic will submit "Lisbon" as an entry in the Venice Film Festival.

Commenting on Republic's foreign operations, which he has been inspecting on his world tour, Armour stated that the Latin American sales convention in Rio de Janeiro was "most successful." He said that this was the first motion picture sales convention to receive television coverage. A 60-minute TV show, he said, was done in Brazil on the meeting, which was attended by some 35 delegates. Armour said that he will leave here next week to begin his Far East trip to complete the third and final leg of his world tour. He plans to hold a sales meeting in Tokyo. He expects to return here in June from that trip.

Republic Pictures president Herbert J. Yates will shortly leave Hollywood for a tour of Europe, according to Reginald Armour, Republic Pictures International executive vice-president. He said that Yates is also contemplating a tour of the Far East to inspect the Republic operations there.

Armour further disclosed that Republic is "happily married" in distribution abroad with some other U. S. companies. He said that the company works with 20th Century-Fox in South Africa, Australia and New Zealand; has a French distributor for France; and works with Allied Artists in Trinidad and some other markets. "Mainly Republic operates its own exchanges abroad," he said, adding that all of Republic's 16mm. product is distributed by M-G-M in the overseas market.

Commenting on television sales abroad, Armour recounted the history of the Republic sale of pre-1948 product to Italian television for "an exclusive two-year period." He said that the company has no TV plans for Great Britain as yet, as some of its product is still in theatrical release there.

Industry to Hear New College Report

Representatives of the motion picture industry will attend a luncheon meeting on April 26 at the Sheraton-Astor Hotel, where a progress report will be presented by administrators of the Albert Einstein College of Medicine, America's newest medical college and the first medical school under Jewish auspices established in the nation.

Reports will be given by Nathaniel L. Goldstein, former Attorney General of New York State and now chairman of the board of overseers of the college and national campaign chairman, and Dr. Arthur Abramson, chairman of the Dept. of Rehabilitation at the college. Samuel Rosen will be the host.

Seven Name To Int'l Pos By Republi

In line with the extensive reorg zation plans being undertaken by public Pictures International in foreign exchange set-up, seven ex tive appointments were annou yesterday by executive vice-presi Reginald Armour, at a trade conference here.

H. Victor Green, until rec general manager for Republic Australia, New Zealand and Sout Africa, has been transferred to C Britain as director of sales in ch of the Republic operations in United Kingdom and Eire.

Green has been replaced Australia by William C. Heiden who was formerly with M-G-M.

Ricardo Canals, formerly with Radio Pictures in the Far East, been named supervisor for the C bean area. Pedro Teitelbaum, f erly general manager for Republi Brazil, has been appointed super for Latin America. Louis L. I was appointed special represent in Holland. Carl Ponedel has transferred from Spain to the Ph pines with Alejandro Villamayor ceeding him in Spain as special re sentative for Republic.

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CORRECTION

In an announcement in Moti Picture Daily for the forthcomi release of "Crowded Paradis the telephone number of Tud Pictures was incorrect. It shou have read:

JUdson 2-1877

World rights for "Crowd Paradise," which stars Hu Cronyn and Nancy Kelly, a controlled by Tudor Pictures 151 West 46 Street, New Yo City.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

PEOPLE

ınny **Smith,** manager of the Oaks Theatre, Houston, was a special award by the Warm gs Foundation of Gonzales for 'outstanding job of collecting y in a Texas theatre to be used ıe treatment of crippled children e Warm Springs Foundation."

◆

orge Sussman, former booker at Buffalo Columbia exchange and iated with several other distig companies there in the past, ıw with Riverside Men's Shop.

◆

mes Beebe has been named man- of the Lockwood and Gordon Drive-In, Bridgeport, Conn. He .ces **John O'Sullivan** who has promoted to district manager Massachusetts and Rhode Island.

◆

ichard Kayne, 26-year-old Scot- born playwright, novelist and poser, has signed a long-term usive contract with Frank Music p., N. Y.

◆

larie Weigler, secretary to United st branch manager in Cleveland r a 12-year period, has submitted resignation effective in April, to ırn to her home town of Boston.

◆

rank Ford, a former account ex- tive and a national sales promo- director, has joined the New k advertising agency of Donahue Coe, Inc. as an account executive.

◆

. E. (Hi) Holston, Charlotte ex- ınge manager of 20th Century-Fox, returned to his office following uperation from an operation.

◆

R. T. Wittwer, formerly Midwestern es manager for General Teleradio, s joined the Chicago office of Ziv levision as an account executive.

.T. Seeks Another rive-in; Near Reno

From THE DAILY Bureau

ASHINGTON, March 27.–National heatres will ask the New York District Court for permission to acquire ıe Midway Drive-in Theatre, near eno, Nev., Justice Department ofcials said.

No date has been set yet for the ourt hearing. The drive-in, about ¾ miles southeast of Reno, has a 43-car capacity, and can be expanded to an 800-car capacity. It s now operated by Floyd C. Bernard. National now operates one first-run onventional theatre in Reno.

Additional TV Channels Best Solution To Allocation Issue, Senate Group Told

From THE DAILY Bureau

WASHINGTON, March 27.–A Columbia Broadcasting System spokesman told the Senate Commerce Committee today that the CBS plan for additional TV channels was the best solution offered yet and could not conceivably be charged with promoting monopoly control of broadcasting.

William B. Lodge, vice-president of CBS' television division, said no allocation solution could or would please everyone. He said allocation problems exist because of the basic mistake, which CBS warned against, of mixing VHF and UHF channels in the same or overlapping markets. Any systematic deintermixture now, he argued, would involve tremendous cost to the public in dollars and loss of service and could not be considered.

The best solution, he said, is the CBS plan of creating three to seven additional VHF channels and dropping extra VHF channels into many cities.

Oregon Projectionist Claims T-H Violation

PORTLAND, Ore., March 27.–J. Carlyle Ross, local projectionist, has made what he calls his "final appeal" to the AFL-CIO Motion Picture Operators union in his long dispute with the labor organization over his alleged dismissal, denial of seniority rights, discrimination and assignment to poorer paying jobs.

Ross, who has charged the union with violating the Taft-Hartley Law by forcing him from a high salaried position to one of lower income, has requested a hearing on the matter by the NLRB.

In his initial hearing before an NLRB examiner, his appeal was dismissed on grounds that the case failed to meet NLRB standards for assuming jurisdiction. In his new appeal he asks "restoration of full rights of membership, restitution for losses, freedom from further reprisals, establishment of equitable trade unionism, the return of constitutional law and the restoration of the right to appeal."

The trouble with the union resulted when Ross contacted other union members on a matter of union policy. Union officials fined him $500, but this was later suspended by the international office. However, for his action Ross was then dismissed by the local.

N.O. Producing Unit Sets Franchise Deals

NEW ORLEANS, March 27.–The appointment of independent distributors in domestic and foreign exchange cities for the release of "Secret Scandal" in mid-April has been announced by Don Kay Enterprises here.

Kay said no TV release of the film will be made during the period franchises are in effect for theatrical exhibition, although the cast includes such TV personalities as Pat Carrol, Devvy Davenport, Morgan Jones and Don Mathers.

Independent producer and distributing firms located here are Majestic Productions, Rebel Productions, a Kay-Woolner association; Woolner Bros. Productions and the office of Howco Productions.

Nominate Candidates For SPG Board

HOLLYWOOD, March 27.–Fourteen candidates for election to the executive board of the Screen Producers Guild, seven of whom will fill vacancies of current board members whose terms expire in May, have been announced by a five-man nominating committee appointed by SPG president Samuel G. Engel.

Nominated were Hall Bartlett, Pandro Berman, Samuel G. Engel, Arthur Hornblow, Jr., Howard W. Koch, Fred Kohlmar, Mervyn LeRoy, Tom Lewis, Frank McCarthy, William Perlberg, Lewis Rachmil, Stanley Rubin, Jerry Wald and Lawrence Weingarten. Four of the current board members whose terms expire and who are up for re-election are Engel, Hornblow, Perlberg and Weingarten. Retiring from the board are Charles Brackett, John Houseman and Aaron Rosenberg.

SPG membership will vote for seven candidates at the May meeting.

'Flannel' Bow Here April 12 at Roxy

The premiere of Darryl F. Zanuck's personal production, "The Man in the Gray Flannel Suit," will take place at the Roxy Theatre on April 12 as a benefit for the March of Dimes, it has been announced by 20th Century-Fox.

All proceeds from the opening of the CinemaScope filmization of Sloan Wilson's novel, starring Gregory Peck, Jennifer Jones and Fredric March, will go to the March of Dimes in observance of the first anniversary of the development of the Salk vaccine.

Celebrities from many areas of the entertainment world, including stars of the De Luxe Color production, will be present for the event. Marking a highlight of the spring season, the kleig-lit opening will be attended by social, business, diplomatic and political leaders.

Technicolor Dividend

The board of directors of Technicolor, Inc., at a meeting here yesterday declared a dividend of 25 cents a share on the common stock, payable on April 17, to stockholders of record on April 6.

No Tax Change

Canadian 1956 Budget Could Affect Industry

By M. L. SCHWARTZ

OTTAWA, March 27. – Canada's theatre operators will face no new large-scale tax cuts or new tax impositions in the year ahead as a result of the federal budget brought down in Parliament there by Finance Minister Harris, but other announcements by the Minister will bring changes of interest to such operators, including those pertaining to foreign control and ownership of Canadian companies, profit-sharing plans, pension schemes, convention expenses, repeal of certain sales taxes and other changes.

Concerned Over Ownership

The Minister told Parliament that in recent months there have been frequent references to foreign ownership and control of Canadian companies. "It has been suggested that a certain feature of our tax law may be discouraging the foreign owner from allowing Canadian participation in his enterprise," he said. "Under our law the standard rate of tax payable by non-residents on dividends from Canada is 15 per cent. However, the tax is only 5 per cent on a foreign corporation if they own all the shares which, under all circumstances, have full voting rights. It might be noted in passing that the tax position of the foreign company is not adversely affected by issuing for public participation in Canada other kinds of shares in the Canadian company."

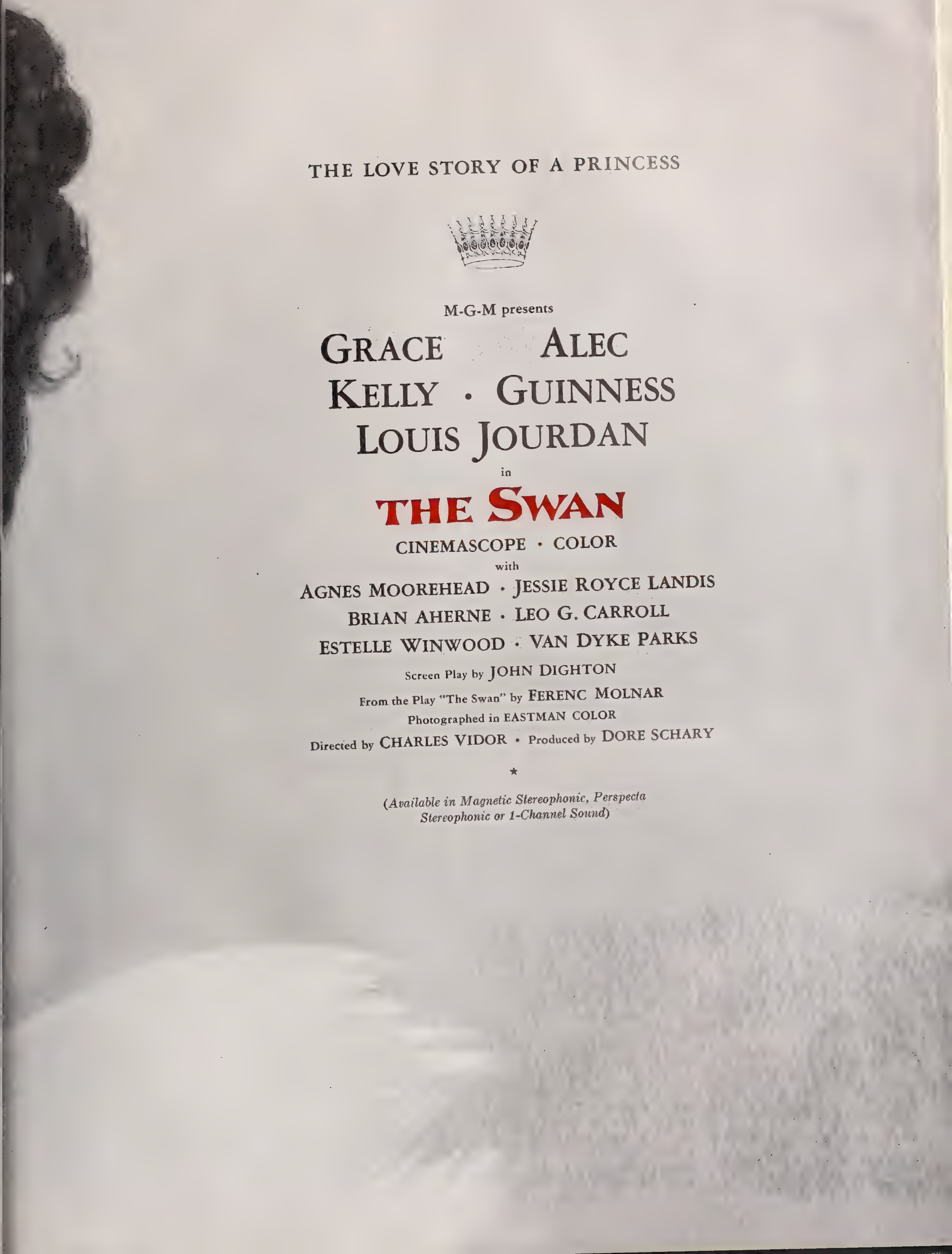
Modifications Made

"This general provision in our law to which I have just referred has in many cases been modified by tax treaties with various countries in recent years," he declared. "By amendment to our treaty with the United States six years ago, the percentage ownership required for the 5 per cent rate was reduced from 100 per cent to 95 per cent. For some time we have had this item on our agenda for discussion with the United States administration, and toward the end of last year the question of a further reciprocal lowering of the percentage ownership requirements was proposed.

"I have reason to hope that this proposal will be acceptable to the United States and that an amendment to our tax convention will in due course be effected."

Profit Sharing Plans Eyed

There will be some changes, too, in the tax treatment of proceeds from plans under which employers share their profits with employees, the Minister said, "With these changes our tax provisions for profit-sharing plans will be established on a pretty satisfactory basis," he forecast.



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*

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Paramount

(*Continued from page* 1)
mount's "To Catch a Thief" and "The Rose Tattoo."

"The Sleeping Prince," to be released by Warner Brothers, will use VistaVision when it begins work late next summer. Stanley Kramer's "Pride and Passion" for United Artists and Nomad Productions' "Flamenca" for Paramount, both to be produced in Spain, will also be filmed in VistaVision.

In addition to all Paramount pictures, VistaVision has been used recently for "High Society," at M-G-M; John Ford's "The Searchers," for Warner Brothers; U-I's "Away All Boats," which was filmed mostly in Puerto Rico; "Richard III," filmed in England, and "War and Peace," recently completed in Italy by Dino DeLaurentiis for Paramount release.

Now Filming Two

Hal Wallis' "Gunfight at OK Corral" and Paramount's "The Maverick" are now filming in VistaVision.

The entire J. Arthur Rank product, produced in England, also is made in VistaVision. Rank has completed nine pictures, and has others shooting and in preparation. General Motors also used the VistaVision process for its film subject, "Featurama."

Concise and to the Point

The significant developments in television and their meaning . . .

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

IRVING BERLIN, Rodgers & Hammerstein, Cole Porter, Frankie Loesser et al, kindly move over a bit and make room for the nation's hottest young lyricist, Sammy Cahn. Sammy, in collaboration with Jimmy Van Heusen wrote "Love & Marriage" which just won an "Emmy," wrote two songs "The Tender Trap" and "I'll Never Stop Loving You" (with Van Heusen and N. Brodszky respectively), both nominated for this year's "Oscars," and is the author of the songs in "Meet Me in Las Vegas," "Serenade" and "Anything Goes," currently playing on Broadway. (That's what we call, "Doin' the Cahn-Cahn," musically speaking of course.) . . . Alan Hartman, general sales manager for commercial production for Famous Studios, has announced that their cartoon short subjects which include "Casper, the Friendly Ghost," "Little Audrey" and many others, have been okayed for use in TV by Paramount Pictures, national distributors of the films. . . . Martin Ragaway and Seaman Jacobs, creators of Don Fedderson's "Do You Trust Your Wife?" telequizzer, starring Edgar Bergen and Charlie McCarthy, have a new switch on the proverbial sign, "don't disturb—men at work." Adorning their office door is the following: "If you have anything to say, lower your voice and slip it under the door."

☆ ☆ ☆

Charlie Sanford

Air lines' stock has been up in the air both literally and figuratively thanks to the increased tempo of production of motion pictures and telefilms in Hollywood, New York and Miami. Last year Bill Cullen was a regular commuter to Hollywood where he emceed the "Place the Face" program, then returning to his NBChores in New York. Newest luminary to fly home after work is Charlie Sanford, who wings homeward to his new domicile in Miami after musiconducting the "Max Liebman Spectaculars." Sanford's talents in the baton department are such that TV execs would gladly pay his commutation to and from the studios even if Charlie were to make his home in the South Seas. . . . Brad Phillips, disk WINSpieler in Gotham, will conduct his annual "Battle Royal" waxathon Sunday, April 8, from 9 ayem to 2:00 P.M. with proceeds to be given to the Harlem Y.M.C.A. Guests will include Perry Como, Sammy Davis, Jr., Jerry Martin, Carole Bennett and other top-flight recording artists.

☆ ☆ ☆

A new deal between Guild Films and Schneider-Cardon Ltd. will bring Gertrude Berg's telefilm series, "The Goldbergs" to our Canadian neighbors TVia CBMT-TV Montreal, starting next month. Americans have enjoyed these warm, dramatic and humorous series for about 25 years in radio, films and TV. . . . John Kieran, Jr., son of the famed sports editor of the New York Times and former panelist on the "Information Please" radio quizzer, has resigned his post in the sports dep't. of NBC to take over as promotion, publicity and special projects director at WABD. . . . Smith & Dale, oldest living comedy team in America, last week presented the National Laugh Week award as "most promising comedy team of the year" to WMGM's Ted & Rhoda Brown. . . . SESAC's energetic Alice Heinecke has mailed two special holiday scripts, "A Few Hours to Remember" (Memorial Day salute) and "Music for Mother's Day) to all SESAC library subscribers. To us this is smart, timely SESACtivity.

Gertrude Berg

☆ ☆ ☆

Larry Dorn just back from a trip to the coast during which he directed a special radiocast of the annual Mobilgas economy run, a FIRST for ABC's New Sounds. Incidentally this was Larry's first visit to the land of stars, sunshine and scenic splendor (are you reading L. A. Chamber of Commerce?) and already he spouts off like a native son. . . . A special telepulse survey reports that "King Kong" WOR-TV's "Million Dollar Movie" during the week of March 5-11, was seen by 9,395,820 people. This reporter had never seen the chiller-thriller in any of its several theatrical releases but we increased the TViewer total to 9,395,821.

Allied Artist

(*Continued from page* 1)
national advertising and publicity rector, and the home office gr Ed Morey, vice-president, and M S. Davis, Eastern advertising publicity manager.

Broidy will outline future plan the company. Goldstein will dis release plans for forthcoming product, with emphasis on launching of "Crime in the Stre and "The First Texan," scheduled release in June and July, respectiv

Roy Brewer to Speak

Flinn and Davis will amplify advertising, publicity and exploita campaigns for these and other fo coming pictures. Other speakers include Roy Brewer, exchange op tions manager; Manny Goodm Eastern contract department he and Si Borus, Western contract partment head.

Preceding the overall meeti Goldstein will meet next Wednes with division managers L. E. Go hammer, Eastern; Nat Nathans Mid-West; James A. Prichard, Sou ern, and Harold Wirthwein, Weste and home office sales execut Arthur Greenblatt.

Branch managers in attendance v be: Vic Bernstein, Chicago; Milton Gurian, Cincinnati; W. E. Finch, D las; Jack R. Felix, Denver; Jack K nedy, Des Moines; Nathan D. Lev Detroit; Edward Spiers, Indianapo Frank Thomas, Kansas City, Mo.; I ing Marks, Minneapolis; Nat Fu New York City; W. G. Carmicha Oklahoma City; Sol Francis, Oma Maxwell Gillis, Philadelphia; A. Weiner, Pittsburgh; M. Schweitzer, Louis.

Also Don V. Tibbs, Salt Lake Ci Milton A. Lipsner, Washington; J. Hobbs, Atlanta; F. E. Dyer, Charlo Baily Prichard, Memphis; Henry Glover, New Orleans; Nat Dickm Albany; Harry Berkson, Buffalo; E Abrams, Boston; John Pavone, N Haven; M. J. E. McCarthy, Los A geles; James Myers, San Francis Richard C. Carlson, Portland, Or Edmond D. Cruea, Seattle, Was Sam Schultz, Cleveland, and R Trampe, Milwaukee.

Tax Repeal

(*Continued from page* 1)
confident than ever that we can g tax relief at this session of Congr if we work for it with all our ener Therefore I urge most strongly th you and your committee have exhi tors make extra special effort to obt definite pledges of support from Co gressmen and Senators while they a home during Congressional rec March 29-April 9. We must go f steam ahead in next two weeks whi could very well be turning point whole campaign. I count on you do your utmost. Sam Pinanski joi with me in this plea."

Name Chas. Winchel

(*Continued from page* 1)
filled by Charles Winchell, vice pre dent and French's executive assista since 1947. John Branton, chief buy and booker, advances to vice pre dent in charge of buying and bookin and George Shephard, director of co cessions, is also promoted to a vic presidency in charge of concession Charles Perrine remains as vice pre dent, secretary and treasurer.

National Pre-Selling

“LEXANDER THE GREAT” required exhaustive research s script, the scenery and cos- g. This task is intelligently ex- ed in an article written by Rossen, scout researcher on the U.A. picture, for the April issue ieventeen.” Miss Rossen is the hter of Robert Rossen, producer, tor and writer of “Alexander.” ss Rossen worked in Rome and ondon. In the Kensington section ondon she found a book which needed to fill in the background ledge for “Alexander.” It was d “The History of Nations,” and the only known copy in existence.

•

orence Somers, in the April issue ‘Redbook,” says “Rodgers and nmerstein’s superb musical, ‘Car- l,’ is greater than ever in the 20th Century-Fox CinemaScope process.” It has been selected as dbook’s” picture of the month for il.

•

Life” in the March 26 issue has iligently researched article on the eer of Alec Guinness. “The Lady- ers” and “The Prisoner,” now in ease, are given pictorial display high praise. “The Swan,” Guin- s’s first Hollywood picture, not yet release, is mentioned on the first ge of the story.

‘Life” reports Guinness was rned by two of his school teachers ts: “You wouldn’t be any good at ing, Guinness,” and “You have ab- utely no talent. Don’t waste your ne.” Fortunately for the motion ture industry, Alec did not heed ese warnings.

•

A picture of the month ad on -G-M’s “Forbidden Planet” appears the table of contents page in the oril issue of “McCall’s.”

•

The star of “The Body Snatchers” d “The Sixth of June,” Dana Wyn- r, is profiled in a pictorial story opearing in the April 3 issue of Look.” The two films, her most ecent releases, are prominently men- oned on the first page of a five- age story. One of her chief ambi- ions is to become an American citi- en.

•

Lloyd Shearer has written an in- ormative article about Grace Kelly, tar of “The Swan,” for the April 1 ssue of “Parade.” It deals with her orthcoming wedding to Prince Rainier III.

•

Two action-packed full-color ads appeared in the March 25 issue of “This Week,” one on “Alexander The Great” and one on “The Conqueror.” In the same issue, Louis Berg has written an entertaining personality story on Jody Lawrence, star of “The Scarlet Hour” and “The Leather Saint.”

WALTER HAAS

REVIEW:

The Bold and the Brave

RKO Radio-Superscope

G-I COMEDY, THE realism of bitter war and emotional romance are combined in this tightly-woven narrative concerning three American soldiers fighting during World War II in Italy and a young native girl whose love for one GI causes some wonderful philosophical conclusions on the part of the audience.

Wendell Corey, Mickey Rooney, Don Taylor and Nicole Maurey provide the marquee attractions for this Irving H. Levin production for RKO that is an expertly balanced specimen of theatre entertainment. Honors for the simple story realistically treated with the box-office in mind go to producer Hal Chester who organized the romance, comedy and battle phases and to director Lewis Foster who kept the action moving fluidly from beginning to end.

Corey, Rooney and Taylor are the three GIs in this Superscope film. Miss Maurey portrays the native Italian girl who falls in love with Taylor but asks Corey, a mutual friend, not to disclose her mischievous past to Taylor. However, Corey, a man quite adept at the bottle, tells his GI buddy of her past but Taylor later reconsiders and finds Miss Maurey to be the girl he’d long been wanting. The ending is stereotyped but the comedy and battle scenes offset that factor.

Rooney proves to be a natural in the GI role, particularly in one scene that finds him winning some $32,000 in a pay-day crap game and proves to be one of the most humorous ever captured on film. Box-office-wise, “The Bold and the Brave” matches previous GI comedies and is sure to please in any man’s theatre.

Running time, 87 minutes. Adult classification. For immediate release.

MPEA Meet

(*Continued from page* 1)

any Italian move to hold permits in abeyance. The permit situation stemmed from Italian efforts to link the effectiveness of the Italian-American film agreement to legislation, which as yet has not been passed by the Italian legislature, although the agreement was signed last fall.

Meanwhile, Griffith Johnson, MPEA vice-president, prepared to leave here on April 2 for Rome, where he will be joined by Eric Johnston, MPEA president, now on a global tour. While in Rome, both will take a first-hand look at the situation. Johnston is due to go to Paris from Rome before returning to the U. S. on April 8. Johnson probably will remain abroad about a month, also visiting Paris and perhaps Scandinavia.

Army Band to Play as USAF Cites ‘Space’

The opening of 20th Century-Fox’s CinemaScope drama, “On the Threshold of Space,” slated for tomorrow at the Globe Theatre here, will be enlivened by martial music supplied by the First Air Force Band from Mitchel Field.

A feature of the ceremonies will be the presentation of the Air Force citation of merit to the film company in recognition of its production of the picture, which deals with advances in jet-age aero medicine. The citation will be accepted for the company by Shirley Jones, star of 20th-Fox’s CinemaScope 55 production of “Carousel.”

Livingston Named

(*Continued from page* 1)

pany in 1931 at Leeds as a clerk, served as Dublin branch manager for the firm from 1939 to 1945 before transferring to the London office.

MOTION PICTURE DAILY inadvertently stated on March 19 in connection with the announcement that J. F. Pattinson had been named managing director in London for 20th Century-Fox International, that Pattinson would continue to supervise the company’s sales in Britain and Continental Europe. It was intended to state that Albert Cornfield would continue to supervise the company’s activities in Britain and Continental Europe.

Setting ‘All Boats’ Promotion Plans

Charles Simonelli, Universal’s Eastern advertising and publicity department manager, and Philip Gerard, Eastern publicity manager, are in Washington today and tomorrow for a series of conferences with top U. S. Navy officials to set a plan of special events in connection with the launching of “Away All Boats,” the company’s VistaVision and Technicolor production.

The plans for the all-out Navy cooperation on “Away All Boats” are being discussed on the same level as the national and local coverage which was used in the launching and merchandising of “To Hell and Back” last year with the full cooperation of the U. S. Army.

Arbitration

(*Continued from page* 1)

mony of exhibition representatives at last week’s hearings.

The draft, from which Theatre Owners of America “temporarily” withdrew its approval, was sent to Washington a few days before the SSB hearings last Thursday and Friday. That the Senators had time to assimilate its contents was not apparent at the hearing, nor did they announce the receipt of the document. It was thought here that, perhaps, the investigating Senators, cognizant that the arbitration draft now only has the sole endorsement of distribution and Independent Theatre Owners Association, held back any questions relating to it, or any announcement of its receipts pending the sessions scheduled for distribution representatives.

To Reconvene After Easter

Exhibitor representatives in their testimony called for the arbitration of film rentals, a subject which is not arbitrable in the present draft, and a subject which distribution has been steadfastly opposed to include.

The SSB subcommittee is due to reconvene after the Easter recess of Congress. No date for a hearing has been set as yet but, according to a distribution spokesman, film company representatives will need more than a month to appraise the exhibition testimony, study the record and present their side of the case.

Distribution, when it sent the arbitration draft, also sent an accompanying letter. The letter did not ask for any specific action by either the Justice Department or the SSB, but merely said the draft was being presented for information purposes, it was learned.

Projectionist Dies

ALBANY, March 27.—Funeral services will be held here tomorrow for Bernard W. Vane, 59, projectionist at the Leland Theatre for 28 years. He died Sunday.

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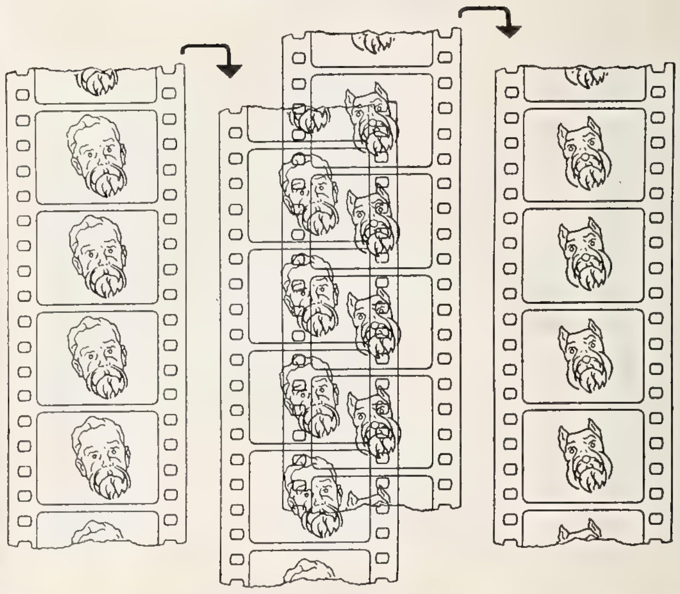

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

. 79. NO. 61 NEW YORK, U. S. A., THURSDAY, MARCH 29, 1956 TEN CENTS

tlines Program

.S. Scene to e Stressed in hitney Slate

oduct Will Not Paint lse Picture, He Says

From THE DAILY Bureau

IOLLYWOOD, March 28. – A re vivid portrayal of America ied at increasing the theatre-goer's pect for the motion picture indus- in an artistic sense was pledged e today by C. V. Whitney of itney Pictures, who said the theme l be incorporated into the firm's -year program of product.

Disclosing that his "permanent or-ization" will compete in the world rket for the best properties, Whit-y said the portrayals would be of American scene, that of nature d the realm of fantasy.

In line with this program, he said hitney Pictures had taken an option a story by Charles E. ("Chuck") ager, an Air Force test pilot, who oke the sound barrier recently dur-g an emergency bail-out. Rights ve also been acquired to "William iberty," an unpublished story by

(*Continued on page* 8)

rive-ins 'Bouncing' ack in Connecticut fter Snow Storms

Special to THE DAILY

HARTFORD, March 28.–Connecti-ut drive-in theatres, amusement en-erprises hardest hit by the recent now storms plaguing the Northeast, ave bounded back with an amazing esiliency.

Throughout the state, in both large

(*Continued on page* 11)

Alexander' Premiere In N.Y. and on Coast

Robert Rossen's "Alexander The Great" raised more than $25,000 in ticket sale proceeds for the National B'nai B'rith Agencies last night at its American premiere at New York's Capitol Theatre.

Government officials, civic and so-

(*Continued on page* 6)

To Make Dual Language Versions

Importance of International Market Seen by Siodmak

By JACK EDEN

Widespread interest in the international market and the production of films in both English and foreign versions were pointed up here yesterday by producer-director Robert Siodmak prior to his return to Germany.

Accordingly, Siodmak revealed plans for the production of three films, each of which will be released in the U.S. in an English version. He has extended an invitation to American companies to join him in co-production arrangements for the films.

Siodmak returned to Munich yesterday by plane to begin the script-study of "My Father, the Actor" which will go before the cameras in May and will star O. W. Fischer. Fischer, whom Universal recently placed under a three-film contract, will play opposite an American actress who is yet to be named.

Commenting on the fertile field of international production, Siodmak declared that an English version will be made of each film, similar to that of "The Rats" which he filmed last

(*Continued on page* 8)

Commerce Committee Schedules Toll-TV

From THE DAILY Bureau

WASHINGTON, March 28. – The Senate Committee on Interstate and Foreign Commerce has recessed until the week of April 23, when proponents and opponents of subscription television are scheduled to be heard.

The Commerce Committee has been hearing testimony from interested parties on the UHF and VHF television allocation throughout the nation and on how widespread a service television can become.

Rep. 13-Week Net: $773,641

For the 13 weeks ended Jan. 28, Republic Pictures Corp. and its subsidiaries report a net profit of $1,051,391 before Federal tax provision, estimated Federal, normal and surtax of $277,750, or a net after taxes of $773,641.

For the 13 weeks ended Jan. 29,

(*Continued on page* 6)

Ben Wallerstein, SW Coast Manager, Dies

The death in Europe of Ben Wallerstein, Pacific Coast zone manager for Stanley Warner Theatres, was reported here yesterday. Details were meagre, but it was said that he had taken ill while in Paris and that the body was en route to the U. S.

Starting his career in legitimate

(*Continued on page* 11)

REVIEW:

Alexander The Great

Rossen—United Artists—CinemaScope

EYE-FILLING spectacle, pageantry and bacchanalian orgies, coupled with action-filled scenes of battles and pillaged cities, highlight producer-director-writer Robert Rossen's mammothly produced picturization of a classic story, "Alexander The Great." It is a museum of historical culture depicting the glorious life of an ancient Greek, a man who believed himself to be a god. Filmed on a grandiose scale in Spain with a large and competent cast, this CinemaScope and color by Technicolor release of United Artists is a "blockbuster" attraction, a presentation of the life and policies of one of history's conquerors.

"Alexander The Great" has a cast of thousands headed by Richard

(*Continued on page* 6)

No Action Yet

TOA Favors SSBC Issuing Questionnaire

Believes Better Answers Likely on Trade Matter

Theatre Owners of America definitely is in favor of having the Senate Small Business sub-committee, which is investigating motion picture industry trade practices, prepare a questionnaire to survey the nation's exhibitors on their viewpoints on arbitration, film production by divorced circuits and other pertinent problems, according to a top TOA spokesman.

The TOA stand coincides with a position taken by Harry Brandt, president of the Independent Theatre Owners Association of New York, who stated earlier this week that the ITOA would specifically request the SSBC, through its chairman Sen. Humphrey (D., Minn.) to draw up such a questionnaire.

The official of the national exhibitor association, hesitant to discuss the results and compilation of the TOA questionnaire on industry trade prac-

(*Continued on page* 8)

IATSE Will Study Intricate V'Vision Booth Operation

The utilization of horizontal VistaVision projection equipment in theatres and the alleged hardships "which this equipment imposes on projectionists" will be studied closely in conferences by representatives of projectionist locals between now and the

(*Continued on page* 8)

Industrial Producers Plan National Assn.

From THE DAILY Bureau

CHICAGO, March 28.–The possible formation of a national organization to advance the use of commercial films and to work on problems that are national in scope was advanced here at a meeting of the American

(*Continued on page* 8)

PERSONAL MENTION

HERBERT J. YATES, president of Republic Pictures, will return to New York over the weekend from Hollywood.

•

HAROLD RAIVES, district manager in Ohio for the Schine circuit, became a grandfather when his daughter-in-law gave birth to a son in Hartford, Conn.

•

HERMAN M. LEVY, general counsel of Theatre Owners of America, and MRS. LEVY yesterday celebrated their Silver Wedding Anniversary.

•

JEAN BURDEL, cashier at Imperial Pictures, Cleveland, will be married there on April 29 to JOHN FORYS of that city.

•

ROBERT SIODMAK, producer-director, returned to Munich Germany, yesterday from Hollywood and New York.

•

ALBERT LEHNER, radio and television director of the Greater New York Fund, is the father of a son born to MRS. LEHNER recently.

•

ALLEN M. WIDEM, motion picture editor of the "Times" of Hartford, has returned there from the Coast.

•

BARBARA ANDREWS, British actress, left here for London yesterday via B.O.A.C.

•

JAMES O'GARA, Eastern division manager of Buena Vista, is in Atlanta from here.

•

HELEN ROSE, M-G-M designer, will be in Philadelphia next week from here.

•

IRVING H. LUDWIG, domestic sales manager for Buena Vista, has returned to New York from California.

•

F. HUGH HERBERT, writer, is due here from the Coast today.

Turner, Thompson On 'Godzilla' Drive

Terry Turner of General Teleradio and his associate, Don Thompson, both of Hollywood, have been engaged by Embassy Pictures in Boston to handle the saturation campaign of "Godzilla, King of the Monsters" due to break in 300 New England theatres on May 3.

Joseph E. Levine, president of Embassy Pictures, said the campaign will include exploitation on TV and radio in Boston, Providence, Hartford, Portland, Bangor, Me., Mt. Mansfield and Mt. Washington.

Met. Playhouses Stock Disposal is Delayed

A temporary extension until April 30 has been granted trustee George Alger, charged with divesting Metropolitan Playhouses stock owned by RKO Theatres.

The extension was granted in Federal District Court after Alger asked for an amendment to the order, which had provided for the disposition of the stock in mid-March. The court also is due to pass before April 30, on the proposed amendment, which, among other things, asks that no deadline be set for the disposition of the stock.

Exhibitor Fined $250 For Showing 'Borgia'

Special to THE DAILY

KANSAS CITY, March 28.—Ruling that certain scenes in the motion picture "Lucrezia Borgia" are obscene, Judge Earle W. Frost of the Kansas City Municipal Court today fined James H. Strode, manager of the Glen Theatre, where the film had been shown, $250.

Strode had been charged with operating an obscene show, a misdemeanor, after members of the police vice squad viewed the picture at the theatre on Jan. 12. At that time, the police confiscated about 90 feet of thē picture's film, which recently were shown to Judge Frost at a private screening.

Condemns Certain Portions

In levying the fine, Frost said the picture unquestionably contained episodes that are "obscene, lewd, indecent and immoral."

After the conviction, James Anderson, attorney for Strode, filed an appeal in the Johnson County, Kan., Circuit Court.

'Good-bye, My Lady' Bow in Albany, Ga.

Walter Brennan, Phil Harris and Brandon de Wilde, the stars of Warner Bros.' "Good-bye, My Lady," and William Hopper, who is prominently featured in the Batjac production, will head the list of celebrities who will participate in the film's "gala" world premiere at the Albany Theatre in Albany, Ga., on April 11. The event, which will be accorded extensive press, TV and radio coverage, will launch a 370-theatre, four-week saturation booking of the picture in Georgia, Tennessee, South Carolina and Florida.

"Good-bye, My Lady," which was filmed on location in and around Albany, with many townspeople in the cast, was adapted from the James Street novel and directed by William A. Wellman.

Name Warner Press Director of ABC

Hank Warner has been appointed director of press information of the American Broadcasting Co., it was announced by Michael J. Foster, vice-president in charge of press information and advertising.

Hank Warner

Adolph Seton

Adolph (Al) Seton, now manager of publicity, is promoted to assistant director of press information, in charge of exploitation. Both appointments are effective April 9.

Warner moves to ABC from CBS, where for the past 13 years he has been copy chief and manager of operations of that network's press information department.

Prior to joining CBS, Warner was in newspaper work for 14 years in the Metropolitan area, as a reporter and as editor and publisher of his own weekly paper.

Seton joined the ABC staff in May, 1953. Previously, he was a member of the Mutual Broadcasting System publicity staff, and before that had newspaper experience in Providence, R. I., and Western Pennsylvania.

Color TV Benefits To Medicine Cited

ST. LOUIS, March 28.—The development of commercial color television has brought benefits to medicine by encouraging parallel development of specialized color TV equipment for medical and surgical uses, Leslie E. Flory, scientist for Radio Corp. of America, said here today at the annual meeting of the American Association of Dental Schools.

Flory, who took part in the development of RCA's new color TV system for medical application, emphasized the importance of color added to the TV medium in communicating medical and dental information.

The RCA scientist also demonstrated the company's medical color TV system, which was developed at the David Sarnoff Research Center, Princeton, N. J. The system comprises a 3-Vidicon color camera and four packaged units weighing about 40 pounds each. The Vidicon permitted the design of more compact equipment, which is simple to operate and suitable for use in operating rooms with the illumination normally used by surgeons, he said.

48 Las Vegas Tenters Coming in Own Plane

Special to THE DAILY

LAS VEGAS, Nev., March 28. — least 48 barkers from Variety C Tent No. 39 will attend Variety's ternational convention in May in N York. Not only is the tent going force, but it has chartered a spe plane to carry the delegates. The c vention is slated for May 9-12 at Hotel Waldorf Astoria.

TV Award Ceremon Theatre Loss $183,8

Television's presentation of Academy Award presentations the motion picture industry an timated $183,811 in lost admissi according to a report issued by S linger & Co.

In its weekly audience action dex, the firm reported it had in viewed theatremen in 76 coun throughout 18 states to detern their findings, all of which reve that an estimated 225,813 admissi or 3.2 per cent of the no Wednesday theatre-going pu chose to remain at home and w the Award ceremony rather attend the theatre.

Contrasting the loss with the observers on Academy Award ni the report estimated that s 47,530,900 viewed the ceremony television.

Goldberg To Refer Coast Music Disput

CHICAGO, March 28.—The pointment of Arthur J. Goldberg, eral counsel of the CIO until its re merger with the AFL, as arbitr to hear testimony and report to American Federation of Musicians ternational executive board charges growing out of a dis within Local 47 in Los Angeles announced today by James Ca Petrillo, president of the AFM, A CIO.

One of the leading organizer the AFL-CIO merger agreement year, Goldberg will act as refere Los Angeles hearings regarding attempted removal of elected offi in the local. Hearings will b April 11 at the local, the Federati second largest unit.

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. . . NEWS
OUNDUP

atre Sold to Church

ffalo's Columbia Theatre, a link e Gammel Community Circuit, een sold to a local Negro con- tion and will be remodeled for h use. The circuit's general of- which were in the Columbia tre, have been moved to the Theatre building.

■

ge Show Will Return

uys and Dolls," the first film to the Nixon Theatre in Pittsburgh, city's only legitimate house, will April 8. A stage show returns ollowing day, but the theatre will show a film during the summer, ably "Oklahoma!".

■

Mexican Production Goal

oduction of at least 600 shorts documentary films on a yearly is the goal of Mexico City's onal Cinematographic Industry kers Union (STIC), which has e a pact with the Picture Produc- Workers Union (SPTC). Both ican unions are assembling funds the production. STIC has said e shorts and documentaries will ulate the Mexican film industry benefit the country as well.

■

an "Conqueror" Releases

oward Hughes' "The Conqueror" go into 164 pre-release engage- ts in branch and key cities timed the Easter school recess. All the es are for runs for at least the gth of the vacation period in each a.

oast Labor Urges oycott of 'Boone' n National Scale

From THE DAILY Bureau

HOLLYWOOD, March 28.—In an precedented move against certain ms made in foreign countries by erican producers, a "consumer ycott" against the film, "Daniel one," was instituted today in a solution voted unanimously by the s Angeles Central Labor Union.

A letter was sent to all national d international unions of AFL-CIO, all state branches of the AFL-CIO d all central labor bodies from the llywood AFL Film Council, seek- cooperation to "teach a lesson to American employer who ran away a foreign country, whereby he es- aped paying American union wage tes to American workers."

The letter contained a copy of a solution and information that the ollywood AFL Film Council declared a nationwide consumer boycott against the picture; that the picture should have been made in the United States utilizing authentic scenic backgrounds of the Kentucky mountains, and providing jobs for hundreds of American workmen. Also, that all central labor bodies notify theatre managers in respective areas of the consumer boycott.

The film was produced in Mexico by Gannaway-Verhalen Productions, and was scheduled for distribution by Republic Pictures.

Although the plan to boycott the film was announced a month ago, this is the first time the film council has carried out its threat.

At Senate Commerce Hearings

NBC's Heffernan Urges Wide Use Of Allocated Television Channels

From THE DAILY Bureau

WASHINGTON, March 28.—The effective use of the 70 UHF television channels, together with the 12 VHF channels, now allocated, offers the best prospect for encouraging the growth of TV as a nation-wide competitive service, Joseph V. Heffernan, vice-president of the National Broadcasting Co., declared here today before the Senate Committee on Interstate and Foreign Commerce.

Heffernan, in his testimony, also urged the repeal of the Federal excise tax on all channel color receivers because relief from the tax would mean that the growth of UHF set circulation would be directly associated with the growth of color sets.

Sees No 'Magic Solution'

The NBC executive, in discussing the use of all 82 TV channels, stated that there are some actions relating to UHF and VHF which Congress and the Federal Communications Commission can take at once. "While no single step taken now offers a magic solution, the actions we urge will help significantly in realizing the potential of UHF," he said.

"Congress can declare as national policy the goal of maintaining and strengthening the UHF service, in order to encourage the continued development of TV on a nation-wide competitive basis," he said. "In aid of this policy, repeal the excise tax on all channel receivers. This would progressively relieve the circulation handicap which has been the single greatest drawback to UHF development. In order to facilitate a Commission policy of de-intermixture in implementation of this policy, the Commission should be in a position to permit the holder of a VHF grant to receive, without further proceedings, a grant for a substituted UHF channel resulting from de-intermixture. If the Commission believes there is substantial question of its authority to follow such a course, Congress should enact the necessary legislation," Heffernan said.

Cites Several Possibilities

The NBC vice-president, continuing on, stated that the Commission can "de-intermix on a sufficiently broad basis to create a nucleus of predominantly UHF service areas from which UHF may grow and expand; encourage multiple owners with resources and know-how to undertake the operation of UHF stations in intermixed markets; encourage other qualified persons to undertake UHF operations in such markets; permit UHF stations to use on-channel boosters and translators to more nearly equalize coverage with their VHF competitors, and to permit UHF stations to use five megawatts of power as an additional means to improve their competitive position with VHF."

The relief from the excise tax is not sought to help manufacturers nor is it sought to help broadcasters, Heffernan said. "We refer to public considerations favoring excise tax repeal because they are sought to help the public get the kind of TV service it can get in only one way—the preservation and use of UHF," he said.

Says UHF Would Benefit

Heffernan, in stating his company's policy, said that the "intermixture on the basis we have suggested would give immediate support for UHF. And excise tax relief, as now proposed, would complement this immediate support by providing encouragement now and assurance of progressive improvement in the long range. The two actions taken together would constitute an ideal combination for the maintenance of UHF as an indispensable part of the national TV service."

When Heffernan urged repeal of the Federal excise tax on all-channel color sets, Sen. Pastore (D., R. I.) noted that the Treasury takes the position that when you eliminate the tax on one item, it leads to demands from other industries for tax relief. If Congress voted the tax relief for the television industry, he said, then the motion picture industry would be justified in arguing that removal of the admissions tax was necessary to keep theatres from closing.

Col. Contest Winner To Get African Trip

Columbia Pictures has concluded arrangements with Air France for an "Air France Safari to Africa" as the grand prize for a national contest to be conducted this Summer in connection with the forthcoming release of the Warwick production, "Safari."

Columbia revealed that Air France will supply round trip transportation for the national winner and his guest to Paris and Nairobi in Kenya Colony.

Arrangements are now being made by Columbia with other organizations on other details of the grand prize.

Despite Loss

Britain's TV Via Ads Liked By Audiences

From THE DAILY Bureau

LONDON, March 26 (By Air Mail).—The six-month old commercial television service here is weighing a loss of $1,500,000 against the poll of four audience research organizations which claim commercial TV is the preferred viewing of 65 per cent of the British people.

The Independent Television Authority said the percentage figures apply to residents whose receivers give them the choice of two programs, but that this success does not offset the losses piled up over the seven-week period to date. Optimistically speaking, the Authority said the commercial service has spread to the Midlands with the opening of the Birmingham station and will later service the Northern area when the Manchester transmitter is operating.

3% of Nation's Advertising

The ITA claims that TV will then account for some three per cent of the national expenditures on advertising, a figure which was reached by American television only after four years of operating.

Precise figures of revenue and expenditures were not announced, but it is estimated that commercials of some 300 advertisers resulted in revenue exceeding $5,600,000.

Associated Rediffusion, London program contractors on weekdays, confirmed a report that daily operating expenses totaled $56,000. However, six-month operating expenses were not offset by the income and brought a total loss of $1,500,000 to date.

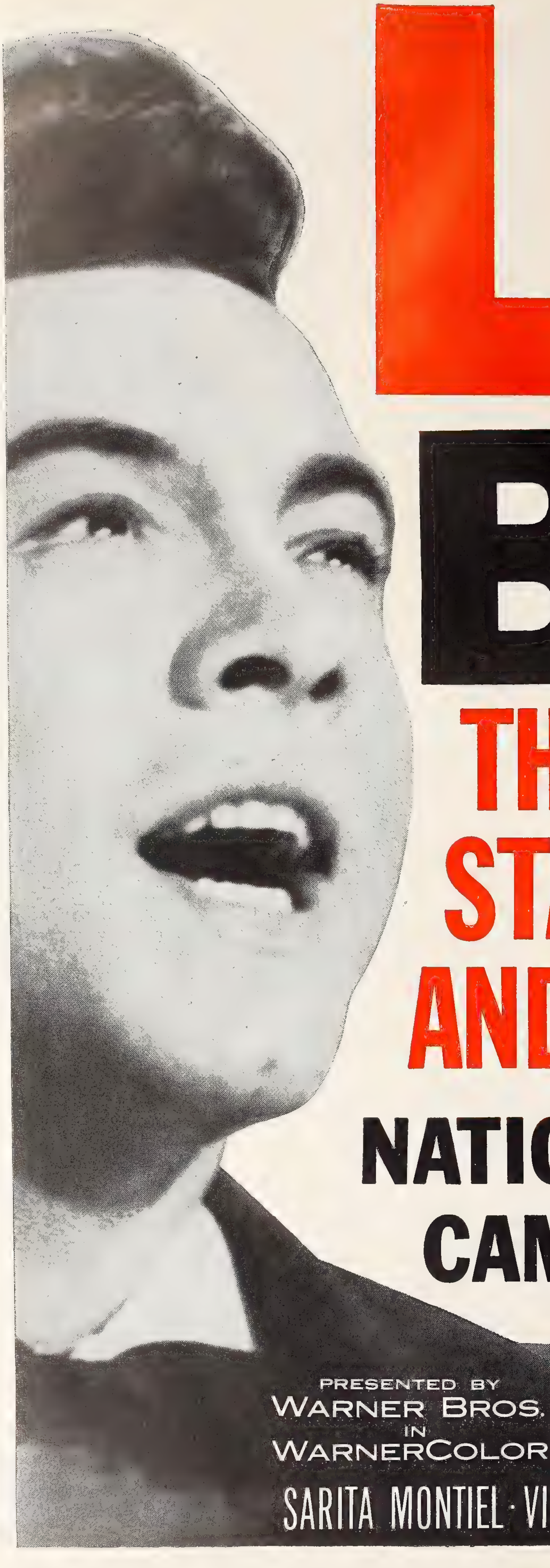
'Culture' Not Emphasized

Noting the loss, the ITA said the enthusiasm of potential advertisers diminished over the seven-week period when time-rates were reduced. In addition, the ITA admits the original determination to bring culture with TV commercials to the viewing public has been curbed to a great extent.

Ends TV Campaign On 'Conqueror' Bow

One of the most intensive and expensive local TV advertising campaigns comes to a climax today for the New York opening tomorrow of Howard Hughes' "The Conqueror" at the Criterion Theatre.

Since Sunday choice time on Channels 2 (CBS) and 9 (WOR-TV), as well as on radio Station WOR, have been used for a series of spot and station break announcements heralding the RKO picture. From today through tomorrow there will not be an hour without at least one plug for "The Conqueror" opening, the company said.



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“SERENADE” CO-STARRING JOAN FONTAINE

Play by IVAN GOFF & BEN ROBERTS and JOHN TWIST Original Songs: Music by Nicholas Brodszky Lyrics by Sammy Cahn Produced by HENRY BLANKE Directed by ANTHONY MANN

PEOPLE

Conrad Brady, public relations and advertising man for Interstate Circuit, Inc., in Houston for the past eight years, has been transferred to the Dallas office where he will fill a new position as assistant to **Raymond Willie. Art Katzen**, former press representative of M-G-M in New Orleans, has replaced Brady in the Houston office.

◆

Irving Spanier of Buena Vista, has been transferred from New York to become regional auditor for the company's operations in the Chicago-Minneapolis-Milwaukee - Indianapolis area territory. He will headquarter in Chicago.

◆

Jack Oehlers has been named treasurer of the Palace Theatre, Chicago, and the Chicago Cinerama Corp. He replaces the late George Rochford. Oehlers has been assistant treasurer at the Palace.

◆

Jay Frankel has been appointed to replace **Ted Levy** as branch manager for Buena Vista in Detroit.

◆

Herbert Yakus of Dorchester, Mass., has been elected to membership of ASCAP. Yakus, a composer for the past 15 years, wrote the recent hit tune "Chain Gang."

◆

Jerry Field has joined Universal-International in Chicago as assistant to Ben Katz, head of publicity and advertising. Field succeeds Harold Perlman, who resigned to take a post on the Balaban & Katz publicity staff.

◆

John Stembler, president of Georgia Theatres in Atlanta, has been appointed chairman of the American Cancer Society's 1956 educational and fund raising drive for Fulton County.

Four Kraft TV Plays Bought for Filming

Four plays presented on the Kraft Television Theatre during the first five months of the firm's Playwright's Award year have been bought by motion picture producers.

M-G-M has purchased "Number Four With Flowers" and "The Fool Killer" while producer-director and writer Joseph L. Mankiewicz has secured rights to "Good Old Charley Fay" for his Figaro Productions. "The Devil As a Roaring Lion" was purchased by an independent producer.

The firm has established a $50,000 award to give recognition for achievement in the field of dramatic TV writing.

Alexander The Great

(CONTINUED FROM PAGE 1)

Burton, who is competent in his performance as the Greek captain general; Fredric March, who portrays Alexander's barbarian, strong and ambitious military father; Claire Bloom, a beautiful hostage wife and eventual lover of Alexander; Barry Jones, as Aristotle, the great philosopher and scientist tutor of Alexander; French actress Danielle Darrieux, the wife of Philip of Macedonia and mother of the Greek conqueror; Harry Andrews, Stanley Baker and Niall MacGinnis, to name a few. Most of these marquee names, known throughout the world, should help to assure the film a good box-office return. The billing factor should not be overlooked by showmen, who also should make use of the historical values in this film and its highly exploitable elements.

The magnitude of the production is measured at the outset of this CinemaScope vehicle with an unremitting series of vituperative speeches, which continue throughout the remainder of the two hours and 21 minutes. As viewed at the Capitol Theatre here, at a preview performance, the continuity and editing of "Alexander The Great" appeared to be choppy. Each scene in the picture seemed to jump about without much integration. The viewer gets the impression that he is walking through the halls of a museum in which there are different displays of Greek art and culture, and this impression is interrupted by the oratorical outbursts of the principals, who while very adept in their performances, never contribute enough dramatic suspense to hold a viewer enraptured.

March, who portrays Philip of Macedonia, establishes his two great ambitions—to unite Greece under his Macedonian leadership and to incorporate the culture and civilization of a united Greece in his crusade against Persia. He learns that a son was born to him while celebrating his latest victory. The son, Alexander, grows up in an environment of warfare and strife under the care of his mother, Miss Darrieux, who devotes her life and primitive religion to raising the boy to greater heights than her husband had attained. Alexander's boyhood is cut short when Philip appoints him regent during his absence on campaigns. At the battle of Cheronea, the boy saves his father's life and here learns that he can succeed his father without too much trouble because Philip has now become a maimed, drunken old man. Military conquests come quick under Alexander's leadership, but he is chastised by his friends who have taunted him for disowning his father to claim kinship with the gods. Filled with remorse at the killing of his close friend, Alexander dies at the age of 33 as the prophesy of his own comes true—he has conquered the world of his day without a single defeat in battle and has started the unification of Europe and Asia.

The special effects in this film must be given special credit. Photography by Robert Krasker is also highly creditable.

Running time, 141 minutes. Adult classification. For release in April.

LESTER DINOFF

'Space' to Have N.Y. Premiere Today

"On the Threshold of Space," 20th Century-Fox CinemaScope production of jet-age space research, will have its New York debut today at Brandt's Globe Theatre, surrounded by ceremonies in which "Carousel" star Shirley Jones and military officials will participate.

Glamour will be added to the festivities with the appearance of Miss Jones, topcast in the Rodgers & Hammerstein musical drama currently at the Roxy, who will accept from Lt. Colonel Hugh A. Day, of the New York office of Information Service, Office of the Secretary of the Air Force, a special Citation of Merit. The award, signed by Maj. Gen. Dan C. Ogle, Surgeon General of the Air Force, commends 20th Century-Fox for its production of "On the Threshold of Space."

License for 'Eden' Up to N. Y. Regents

ALBANY, N. Y., March 28.—The question of whether a picture backgrounded in a Florida nudist camp can be exhibited in New York State theatres, without deletions will be decided by the Regents in early May.

The board will rule on an appeal of Excelsior Pictures Corp. from a refusal of the Motion Picture Division, State Education Department, to license "Garden of Eden," unless many "indecent" scenes were eliminated.

Petition, signed by Walter Bibo, Excelsior president, and drafted by Sol A. Rosenblatt, New York attorney, claimed the scenes are not indecent within the content of State laws; argued the picture is clean in action and dialogue. Petitioner intended to appeal the film's only rejection by a censor board, that of Pennsylvania.

'Alexander'

(*Continued from page* 1)

cial leaders and members of the e tertainment world joined indust executives at the premiere of t United Artists release.

Simultaneously, the film was p miered on the Coast last night at t Fox Wilshire Theatre in Hollywo with all proceeds going to the U. Olympic Fund.

Seen on NBC-TV

NBC-TV piped the lobby ce monies into homes via interviews c ducted both in New York and Hol wood and seen over the networ "Tonight" program. The 300-stati Mutual radio network also broadc a taped recording of the premie while the Voice of America beam the broadcast throughout Europe.

Among the city officials attendi the New York showing were Ma Robert F. Wagner, Comptroller La rence E. Gerosa, City Council Pre dent Abe Stark, Borough Preside Hulan E. Jack of Manhattan and Jo Cashmore of Brooklyn and Pol Commissioner Stephen P. Kennedy.

Top Executives Attend

United Artists president Arthur Krim, board chairman Robert S. B jamin, William J. Heineman, vi president in charge of distributi and vice-president Max E. You stein met with industrial leaders the premiere. Other UA executi present included Leon Goldberg, vi president in charge of finance; S mour Peyser, vice-president and g eral counsel; Roger H. Lewis, natio director of advertising, publicity a exploitation; James R. Velde, gene sales manager; Louis Lober, gene manager of the foreign departme Milton E. Cohen, eastern and sou ern division manager, and Al Fit western division manager.

Republic Net

(*Continued from page* 1)

1955, Republic Pictures Corp. and subsidiaries report a net profit $833,207 before Federal tax provisi estimated Federal, normal and sur of $450,000 or a net after taxes $383,207.

Discuss Formation Of Buff. Film Counc

BUFFALO, March 28.—The ne for previewing motion pictures bef they are shown locally, so parents c be informed about their value a effect on children was stressed h at an informal meeting of 15 men a women interested in forming Greater Buffalo Film Council.

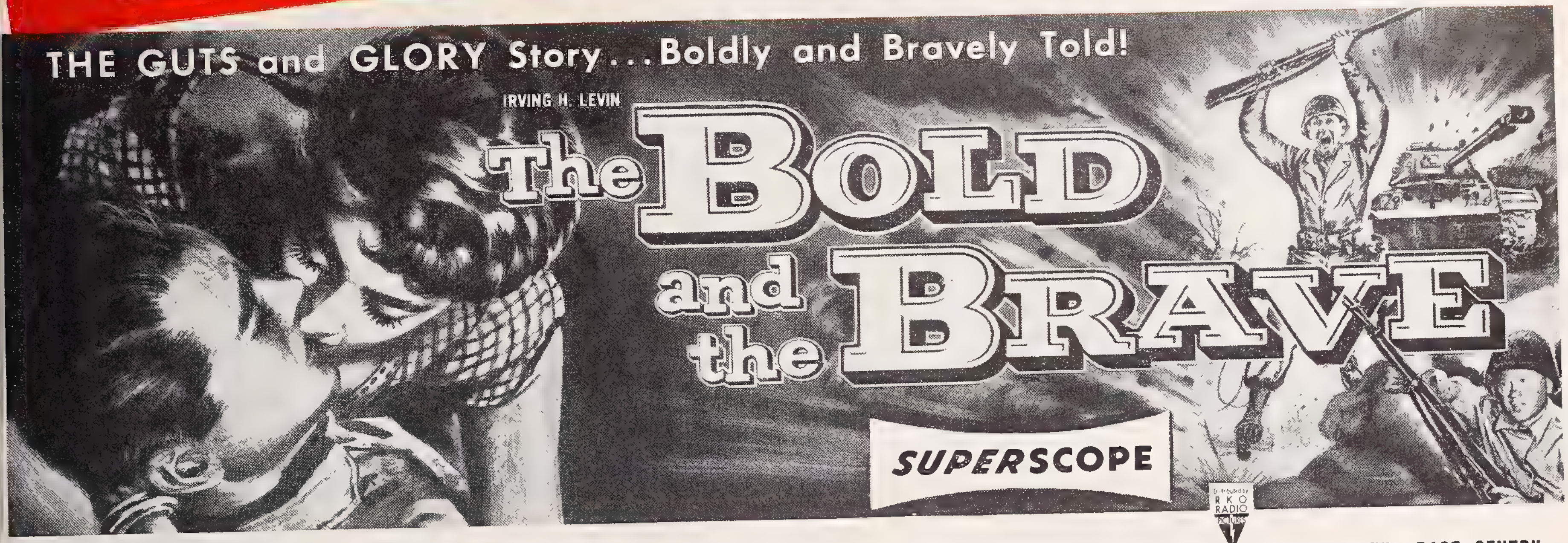
Mrs. Harold T. Crowe, act chairman of the group, charged t too many parents judge a pictu suitability for their children by titie. "Titles mean nothing toda she said.

The group meeting in South B falo Post 721, American Legion, ferred formation of a council unti central meeting is held with a m representative group. This was t tatively set for April 25.

KEEP YOUR BOXOFFICE EYE on the BROADWAY-CAPITOL,

DETROIT

and on the entire Butterfield Circuit


THE GUTS and GLORY Story... Boldly and Bravely Told!
IRVING H. LEVIN
The BOLD and the BRAVE
SUPERSCOPE
Distributed by RKO RADIO PICTURES

WENDELL COREY · MICKEY ROONEY · DON TAYLOR · NICOLE MAUREY with JOHN SMITH · RACE GENTRY

A HAL E. CHESTER Production · Directed by LEWIS R. FOSTER

Story and Screenplay by ROBERT LEWIN

RKO The Showmanship Company,

is launching another picture destined

to get **IMPORTANT MONEY** for **YOU!**

Whitney and Cooper Team Influenced Production Course

Special to THE DAILY

HOLLYWOOD, March 28.—C. V. Whitney Pictures, Inc., which produced as its first picture, "The Searchers," a color-by-Technicolor VistaVision production, directed by John Ford and starring John Wayne, is one of the newest of Hollywood's major independent units, but its roots go back a number of years, and its organizers, Cornelius Vanderbilt Whitney and Merian C. Cooper, have influenced the course of production in their previous association.

Both Were War Pilots

Whitney, one of America's wealthiest and most important industrialists, and Cooper first met when both were pilots in World War I. In the Twenties, Whitney, as one of the founders and later board chairman of Pan American Airways, named Cooper as a board member.

Later, Cooper, who had distinguished himself in the motion picture field by making the epic natural adventure dramas, "Grass" and "Chang," was executive producer of RKO Studio, and at a time when color was seldom used because of the depressed economy of the early Thirties, he persuaded Whitney to invest heavily in the new three-color Technicolor process. The financial resources thrown in by Whitney galvanized the screen's move back to color. It was, also, an extremely profitable investment for Whitney.

Had Interest in 'Wind'

Soon thereafter, Cooper, who played a vital part in David O. Selznick's decision to film "Gone With the Wind," arranged for his friend, Whitney, to play a major role in financing the costly picture, also sold the Technicolor three-color process for this epic picture, thus restoring Technicolor as a major ingredient of big-scale film productions.

The investment in "Gone With the Wind" also was immensely profitable and Whitney still retains his large interest in the picture, now controlled by Metro-Goldwyn-Mayer.

When Cooper produced the initial Cinerama picture, he again persuaded Whitney to aid in its financing, and this also proved to be a successful money venture.

Organized in 1954

C. V. Whitney Pictures was formed by Whitney and Cooper in November, 1954. "We want to make fine pictures," said Whitney. He told Cooper, "Get the best." This injunction was followed to the letter in filming "The Searchers," the Alan Le May best-selling novel, which was purchased as the first undertaking of the new organization.

C. V. Whitney and Cooper have extremely ambitious plans for productions to follow "The Searchers," and have bought several important properties, but have not yet decided upon their second picture.

Int'l Market Is Evaluated

(*Continued from page* 1)

year in both German and English. Produced and directed by Siodmak for the German CCC Films Corp. "The Rats" will be released domestically within the next six months. It stars Mari Schell and Curd Jurgens. In addition to having set all-time record grosses in Germany, it received awards in Berlin, Brussels and Venice in film competition, he said.

Two More in English

Siodmak disclosed that the two remaining productions, also to be released here in English versions, would be Thomas Mann's "The Magic Mountain" and "Temptation in Paris." Arrangements are being made with Wolfgang Reinhardt to produce "The Magic Mountain" which Siodmak will direct. Sophia Loren will star in this production while Martine Carroll and James Mason will headline "Temptation in Paris." In each case, Siodmak will be working under contract for CCC Films of Germany.

During his two-week visit here Siodmak met with studio executives regarding co-production arrangements for his films and, at the same time, made tentative plans for the production and direction of a TV spectacular here in the fall. He returned to Germany with scripts of four American stories which he will consider for future international production.

The producer-director said he will devote his efforts into expanding films on an international level which he declared to be 60 per cent of the world market. "Production for the masses rather than individual audiences is our theme and this approach has been extended in 'The Rats' and will be carried out in the films to come," he added.

This global or mass concept, he said, has resulted in the success of "The Rats" throughout Germany and shows that production for one particular audience or nation leads only to financial failure.

Little Dubbing Needed

"Filming of productions in both English and a foreign version is our answer to the world market. In most cases little sound dubbing is needed but, even so, there is a unique language flavor that is charming and interesting."

Siodmak concluded stating that "we are producing for the masses and not individuals. We hope to release 'The Rats' here on a circuit level rather than in the art houses because it was produced with the general public, the average theatregoer, in mind."

IATSE to Study

(*Continued from page* 1)

IATSE convention, according to Herman Gelber, president of IATSE Projectionist Local 306 here.

The IATSE executive board will meet in Kansas City, Aug. 13. The IATSE convention will commence at the Municipal Auditorium there on Aug. 20.

Local 306 had a dispute with the Paramount Theatre here when horizontal VistaVision projection was used in the theatre's presentation of "Strategic Air Command." The IATSE local maintained that this type of equipment imposed a hardship on the projectionists and asked the Paramount Theatre for a new scale. After initial discussions, both sides agreed to arbitration of the issue.

National Survey Planned

According to Gelber, representatives of projectionist locals around the nation will discuss the matter of the utilization of horizontal projection to find out what conditions are in each separate theatre situation equipped with that process. The Local 306 president said that the arbitration of the Paramount Theatre case here "has been postponed without date" until after the IATSE convention and that both sides have been holding off in naming an arbitrator.

It was pointed out by another IATSE representative that if these national conferences bring forth some definite hardships imposed on projectionists, the Local 306 issue with the Paramount Theatre here "might possibly become a test case" to set the pattern for the entire nation.

TOA Favors

(*Continued from page* 1)

tices, said that the SSBC would receive "more concise and accurate answers" from its own survey than if exhibitor organizations polled their own memberships. The TOA questionnaire was sent out in mid-January to some 3,600 members covering 9,000 theatres and the compilation of this survey was said to have been used by that association's committee in preparing testimony for last week's SSBC hearings in Washington.

Brandt, who also testified at the SSBC hearings last week, said here earlier this week that the SSBC questionnaire should lead off with "Do you want to arbitrate film rentals."

Committee Would Consider It

The TOA spokesman, asking that his name be withheld, said that he did not know just when his organization's executives would discuss this matter. He said that if any formal request should be made, it would be presented by its committee of three, which were witnesses at the SSBC hearings. The TOA committee is composed of Myron N. Blank, TOA president; Herman M. Levy, TOA general counsel, and George Kerasotes, assistant to the president.

Reissue 2 Magnani Films

The re-release of "The Golden Coach" and "Bellissima," both starring Academy Award winner Anna Magnani, has been announced by IFE executive vice-president Seymour Poe.

Whitney Slat

(*Continued from page* 1)

Frank Clemensen, and to anotl
story of a Midwest farm communi
The company is also seeking rights
"The Valiant Virginians," a Civil W
story by James W. Bellah.

At the luncheon conference, Wl
ney emphasized that the prod
"will never misrepresent or paint
false picture of the U. S. or its p
ple. I feel the motion picture
be as respected an art as any oth
Art cannot be produced on an
sembly line. We producers strive
fine entertainment to appeal to
finer taste of our ever growing au
ences."

May Reproduce 'Chang'

In his attempt to furnish bet
entertainment, Whitney said plans
presently under way for the "re-p
duction of the "Chang" film of 19
produced then by Merian C. Coop
Whitney Pictures vice-president, a
Ernest B. Schoedsack.

Questioned on possible interest
television production, Whitney sa
"I feel at the moment that legitim
motion pictures are a far supe
vehicle for entertainment than te
vision."

Industrial Producer

(*Continued from page* 1)

Association of Film Producers, wh
formed an executive committee
map plans for such a unit.

Delegates of 70 commercial f
producing firms attended the con
ence called by the AAFP, one
four regional associations in
commercial film industry.

As outlined at the session, the n
committee was instructed to for
late concrete plans for a federat
which would include within its me
bership the existing associations
well as those firms not enrolled
members of these associations.

Seven on Committee

Named to the committee w
Lang Thompson and James
Holmes, both from Chicago; H
Teisler and Robert Lawrence, of N
York; Marvin Becker of San Fr
cisco, Sam Orleans of Knoxvi
Tenn., and Larry Sherwood of Kan
City.

Mominee Elected President Of Commercial Producers Unit

CHICAGO, March 28. — Lawre
P. Mominee, vice-president and g
eral manager of the Atlas Film Co
Oak Park, Ill., was elected presid
of the American Assn. of Film F
ducers, succeeding Mercer Franci
at its annual meeting here.

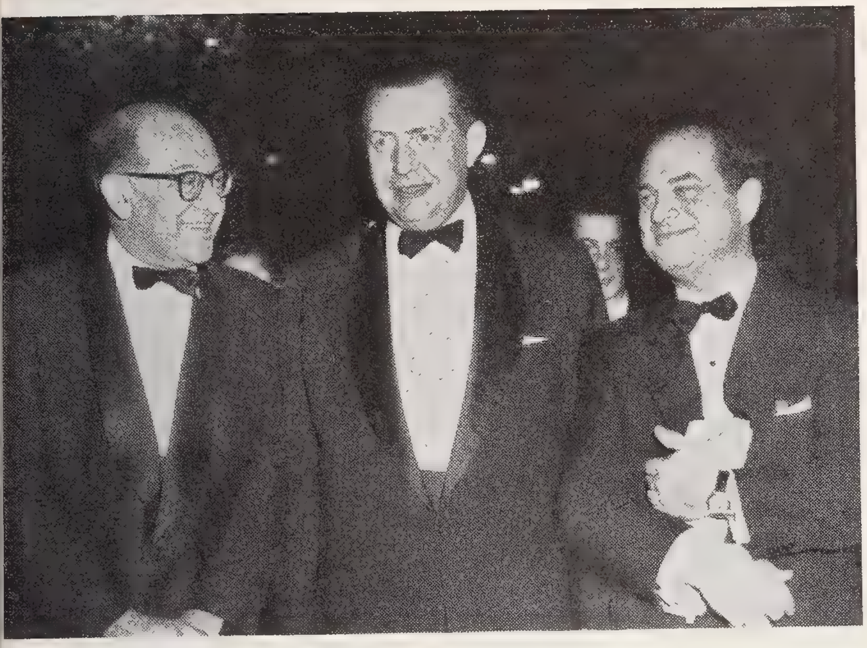
Others named to the office w
Lang S. Thompson, vice-presid
and general manager of Wilding I
ture Productions, Chicago, as vi
president; James E. Holmes,
Vogue-Wright Studios, Chicago,
secretary; Jack Leib, of Produc
Film Studios, Chicago, as secreta
and, board members, Mervin W.
Rue, of Chicago, Charles Beeland,
Atlanta, and Francisco, of Franci
Films, Chicago.

“Alexander” Is Saluted in Spectacular Bow

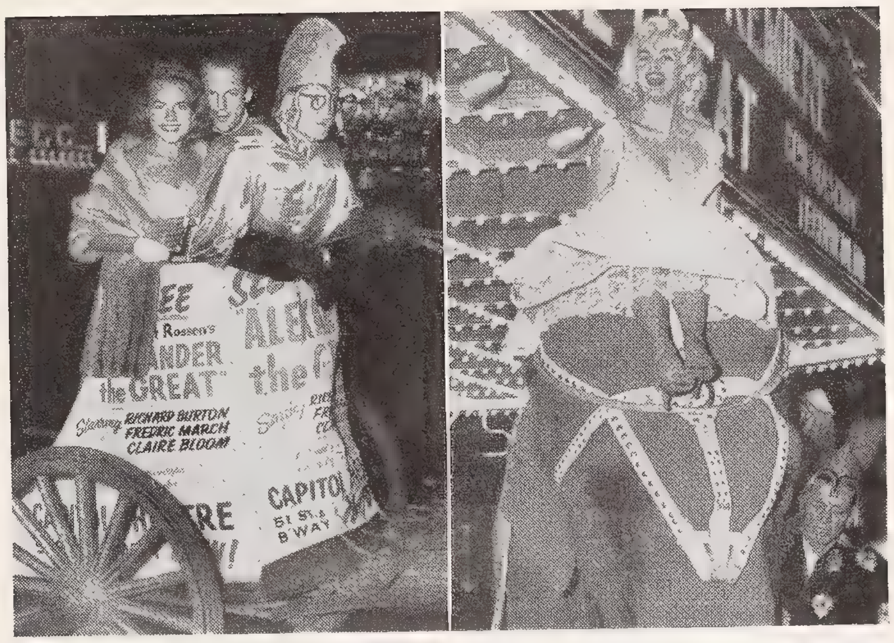
CLIMAXING a precedent-setting $1,000,000 United Artists promotion, Robert Rossen's epic CinemaScope production of "Alexander The Great" had a glittering American premiere last night at the Capitol Theatre on Broadway before a distinguished sell-out audience of 4,400. The ceremonies for the benefit opening, which raised $25,000 for the National B'nai B'rith Agencies, were televised nationally over the Steve Allen "Tonight" show on NBC and are being broadcast to additional millions on "Monitor," the Ray Heatherton-Mutual program and the Voice of America. Hundreds of entertainment world notables and industry leaders joined government dignitaries as the curtain was raised on the long-ballyhooed spectacle, which was three years in the making with a cast of more than 7,000.

Shown at the right is a portion of the huge crowd jammed around the Capitol to watch celebrities arrive for the blue ribbon event.

ROBERT ROSSEN'S
RICHARD BURTON
FREDRIC MARCH
CLAIRE BLOOM
ALEXANDER THE GREAT
DANIELLE DARRIEUX
ROBERT ROSSEN
Technicolor
CINEMASCOPE



ited Artists vice-president Max E. Youngstein (left) and chairman
the board Robert S. Benjamin (right) chat with Ernest Emerling,
ew's Theatres advertising-publicity head. Mr. Benjamin holds the
aily News," which gave "Alexander The Great" Four Stars.


SEE
Robert Rossen's
ALEXANDER
the GREAT
Starring RICHARD BURTON
FREDRIC MARCH
CLAIRE BLOOM
CAPITOL
51 St. &
B'WAY

The colorful premiere saw film star Terry Moore and her husband, Eugene McGrath (at left) arrive in a chariot, while actress Jayne Mansfield came to the Capitol aboard an elephant. The spectacular opening of the UA release drew banner photo, news and TV coverage.

mong the scores of show world greats attending the widely-heralded
w was Helen Hayes, escorted by Mark Hanna. The sell-out audience
4,400 hailed the initial performance of the multi-million-dollar
nemaScope spectacle. A simultaneous premiere was held in Hollywood.

Educational leaders on hand for the debut of the historical epic included (from the left) C.C.N.Y. President Buell Gallagher and Mrs. Gallagher, New York City Superintendent of Schools Dr. William Jansen and Dr. Alexander J. Stoddard of California. *(Advt.)*

TENT TALK

Variety Club News

ALBANY, N. Y.—A telegram from Governor Averell Harriman expressing "high regard" for the work of Albany Variety Club, and appreciation for an invitation to attend—as an honorary member—was read at the 13th annual dinner dance in the Sheraton-Ten Eyck Hotel, honoring the retiring chief barker, George H. Schenck.

△

BUFFALO.—Elmer F. Lux, chief barker, Tent No. 7, Variety Club of Buffalo, has announced the following committee chairman and co-chairman for 1956: House, Irving Cohen, Harold Bennett; Heart: Marvin Jacobs, Carl Sciandra; Membership: Manfred Pickrell, Charles B. Kosco; Finance: Robert Hayman, Marvin Jacobs; Entertainment: Jack Mundstuk, Dave Cheskin, and Social Events: Billy Keaton.

△

CLEVELAND.—Cleveland Variety Club will participate in the Cerebral Palsy Mothers' March in May. Variety Club sponsors the Cleveland Foundation Cerebral Palsy School, affiliated with the United Palsy group.

△

DALLAS. — Plans for changing Variety Clubs' quarters from the seventh floor rooms at the Adolphus Hotel, which it now occupies, to the penthouse over the hotel's new garage were announced after an executive committee meeting of the club.

Work on the new club is to start immediately, giving it 6,000 square feet of space, about twice that of the present club. The entrance will be through the main lobby. It is expected to be ready for occupancy the early part of July.

RKO Signs Miss Blaine

HOLLYWOOD, March 28.—Vivian Blaine today was signed by William Dozier to co-star with Red Skelton in RKO Radio's "Public Pigeon No. One."

'Hare-Raising' Stunt Backfires in Missouri

Special to THE DAILY

ST. LOUIS, March 28. — L. J. Williams, president of Illinois-Missouri Theatre Owners Association, does not recommend giving rabbits away as an Easter stunt. Williams told an association meeting that he tried it last year and it back-fired. Parents wouldn't let their kids attend the special show to pick up the bunnies because they weren't desired pets. The result was that he had a nearly empty house and more rabbits than he could use for a couple of years of Sunday dinners. And the critters multiply, too.

Fewer English Language Pictures

Australian Foreign Film Imports Up 100% in 1955

By FRANK O'CONNELL

SYDNEY, March 22 (By Air Mail).—A 100 per cent increase in 1955 in the importing of foreign language films into Australia, in contrast to the decline of American feature film imports has been noted by the Chief Commonwealth Film Censor in his annual report.

American film imports, which have shown a steady decline since the war, dropped to 223 last year. In all but the 1950-51 import year, American imports have dropped. British films have also declined, from 114 imported in 1954 to 104 released here last year. All totalled, 412 feature productions were imported in 1955, an increase of 11 over the preceding year.

Hopes Drop Is 'Seasonal'

Commenting on the 51.1 per cent of films classified for general exhibition, a decrease of 18 per cent, the censor said "it is hoped that the severe drop of films which may be classified as suitable for general exhibition is of a temporary nature, arising from a seasonal phase on the part of motion picture producers."

During the year, 126 CinemaScope films were imported and resulted in a comment that "this technique proportionately outweighs those in other new techniques" by the censor. However, interest in continental and foreign-language films continues to increase, he added.

The continuation of film production here during 1955 was "gratifying," the censor noted. The Rafferty-Robinson unit completed the filming in New Guinea of an Eastman Color drama, "Walk into Paradise," a film made in partnership with Disci Films of France with both English and French versions. London Films-20th Century-Fox combined to make "Smiley" while two 35mm shorts produced were "Melbourne—Olympic City" by the Dept. of Interior and "Proud Heritage" made for the NSW Education Dept. by Cinesound.

Processing Plant Installed

The installation of a plant for the processing and printing of Eastman Color film by Commonwealth Filmcraft Labs was said to be a "major step forward in film production in Australia."

The report also cited the intended production of films for television. However, the censor said legislation will have to be introduced in order to authorize censorship of TV films. During the year, 406 films were imported directly for TV, of which 68 were religious, 195 entertaining or educational and 143 for advertising purposes.

Pass D.C. Tax Law; Film Levies Omitted

WASHINGTON, March 28. — The Senate has made final the Congressional decision against levying an admissions or film rental tax in the District of Columbia.

The Senate passed a district tax increase bill minus these provisions originally requested by the commissioners. While there are some differences between the House and Senate versions that require further Congressional action, there cannot any longer be any decision to levy an admissions or film rental tax, since both House and Senate versions of the legislation omit such provisions.

Grant for 'Houseboat'

HOLLYWOOD, March 28. — Cary Grant has completed arrangements at Paramount to star in "Houseboat" which Melville Shavelson and Jack Rose will write as a screenplay with Shavelson directing and Rose producing the original B. Winkle comedy.

Jacon Acquires 'Hamlet'

Re-issue rights to Sir Laurence Olivier's "Hamlet" have been acquired by Jacon Film Distributors, Inc., it was announced this week by Bernard Jacon, president.

Exhibit of Greek Art In D.C. Capital Lobby

WASHINGTON, March 28. — A special exhibit of contemporary Greek art will be staged in the lobby of Loew's Capitol during the showing of "Alexander the Great," opening tomorrow.

Jack Foxe, Loew's publicity director, said that the showing, being staged by I.F.A. galleries, was the first of a continuing series of exhibits that I.F.A. would stage in the Capitol lobby during future attractions.

SPG Seeks Pact

The Screen Publicists Guild (District 65) will seek immediate negotiations with M-G-M for a contract covering advertising, publicity and exploitation personnel who voted 19 to 1 in favor of having the SPG as collective bargaining representative for the unit, it was announced here this week.

Figaro Signs Jackson

Felix Jackson has been signed to a multiple-picture producer's contract by Figaro, Inc. The producer of Westinghouse's Studio One for CBS-TV, Jackson has made arrangements to join Figaro, Inc., immediately. He will produce two pictures a year for Figaro.

REVIEW:

The Face of Lincoln

Cavalcade Pictures, Inc.

HOLLYWOOD, MARCH

IN 20 OF THE most gratifying e
grossing minutes of screen time ev
offered an audience, Professor Merr
Gage, head of the Department
Sculpture at the University of Sout
ern California, converts a shapele
lump of moulder's clay into an i
spiringly life-like bust of Abraha
Lincoln. As he works, deliberatel
steadily, with the sure touch and ea
command of the master artisan, t
sculptor speaks to his audience of t
life and works of the Great Emanc
pator, from boyhood to tragic en
periodically making physical chang
in the subject's face, the hair, t
beard, the expression, in pace wi
the events in Lincoln's life.

Professor Gage, a pleasant man
watch at his work and to listen t
proceeds with utter simplicity abo
the business in hand. He makes
gesture toward theatricalism; neith
does he display the attitude of t
class-room. He is the only pers
in the picture, and his single setti
is the base on which his clay
mounted. The effect is pure dram

"The Face of Lincoln," which la
week was voted the Academy of M
tion Picture Arts and Sciences Awa
as the best two-reel subject, was pr
duced by the Cinema Department
USC and is being distributed worl
wide, by Cavalcade Pictures, Inc., L
Angeles.

W. R. V

Gobel Sets Plans for Promotion Tour

The pattern for George Gobel's n
tional promotion tour on behalf
his Paramount film, "The Birds a
the Bees," will be set in Texas Ap
11 through 14. Four cities—S
Antonio, Houston, Dallas and F
Worth—will be the focal points in
ticket-selling campaign that will i
corporate concentrated advance son
plugging by Famous Music Cor
marketing by toy and departme
stores of the forthcoming Geor
Gobel game, maximum penetrati
radio-television promotion of t
film, all-out utilization of the ma
tieups set on "The Birds and t
Bees," and a strenuous schedule
personal appearances by Gobel
stage in each city during the fo
days.

Sunday Laws Apply

BALTIMORE, March 28.—An ope
air theatre is in the identical catego
with an "opera house," according
Maryland's ancient blue law and, co
sequently, the Maryland Court of A
peals ruled that showing pictures
Sunday in Worcester County is illeg

Kramer Due in Sydney

SYDNEY, March 28.—Sidney K
mer, foreign sales manager for RK
is scheduled to arrive here April
by plane from Singapore.

ich. Allied Sets Its nvention Schedule r Detroit, Apr. 4-5

Special to THE DAILY

ETROIT, March 28.—Allied The- s of Michigan, has released its age program for the 37th annual vention to be held here at the ler Hotel on April 4-5.

chedule of events commences at 00 A.M. Wednesday with registra- . Business session follows at 30 A.M., luncheon at noon. At 0 P.M. the convention will be sts of Dillon Krepps of the United ists Theatre at a showing of "Okla- na!" Benjamin Berger of Min- polis will be the principal speaker banquet given by Coca Cola. At 0 P.M. there will be a special eening of "Tiger Toy" with Jeff andler.

The Thursday opening session will devoted to trade practices, conces- ns and equipment. The annual elec- of directors and officers will be d in the afternoon.

rive-ins Recover

(*Continued from page* 1)

small outdoor situations, show- n are resuming performances al- ugh hampered for a number of ys by huge snow drifts and equal- high removal costs. Theatremen that patrons, generally, haven't pressed complaint over the brief sings necessitated by snow re- vals, and attendance has bounced ck to about normal for early spring.

Big Hartford Unit Open

Most courageous circuit seems to Smith Management Co., which sclosed resumption of a first-run licy at the 2,070-car capacity eadows Family Drive-In, Hartford, arting tonight.

A double-bill from Universal-Inter- tional, consisting of "Red Sun- wn" and "Kettles in the Ozarks," arts a week's engagement tomorrow ght, at regular price scale. The eadows dropped its first-run policy te last year with advent of cold eather.

A four-column by eight inches ad the Hartford "Times" announced e initial booking yesterday.

Good Grosses Registered

Elsewhere in Connecticut, MGM's I'll Cry Tomorrow," Columbia's Picnic" and UA's "The Man With e Golden Arm" have been chalking p impressive grosses. RKO's "The onqueror" is slated for Loew's Poli nd Paramount's "Anything Goes" is pening at Loew's Palace here later the week.

Wallerstein Dies

(*Continued from page* 1)

oad shows in England, South Africa nd South America, Wallerstein set- led in Cleveland about 1916 and perated the Royal, Globe and Halt- orth Theatres, later moving to Buffalo where he took over the Broadway Theatre.

REVIEWS:

The Price of Fear

Universal

A RATHER UNIQUE treatment of crime and how circumstantial evidence can play an important part in court convictions are pointed up in this Universal melodrama which stars Lex Barker, Merle Oberon and Warren Stevens. The supporting cast includes Charles Drake and Gia Scala.

Ably produced by Howard Christie and competently directed by Abner Biberman, the film has a few weak moments but these are overcome by the better-than-average dialogue. Robert Tallman wrote the screenplay based on the story by Dick Hyland.

As a half-owner in a dog-racing track, Barker performs capably. Suspense is introduced early in the film when Barker, after a run-in with his partner, meets up with Stevens, a racketeer, who announces he has acquired a half-share in the track. Stevens subsequently leads the former partner to his murder which is blamed on Barker. Through a chain of complex events, Barker meets Miss Oberon, a fashionable investment broker, who hides her guilt in a hit-and-run accident (also blamed on Barker) but volunteers to assist him in proving his innocence.

After several murders and the disclosure to Barker that Miss Oberon drove the hit-and-run car, he attempts to halt her escape from justice. But, in so doing, he falls into a trap and escapes death only when rescued by his life-long friend in the police department, Drake.

"The Price of Fear" sets a leisurely pace, but holds the attention. The treatment of crime is not brutal.

Running time, 79 minutes. General classification. For May release.

JACK EDEN

Touch and Go

Rank—Universal

A PLEASING BRAND of British comedy flows successfully in this Michael Balcon and Ealing Studios offering. Stamped with the comical versatility of Jack Hawkins and a fine supporting cast, "Touch and Go" more than bests the Broadway stage version of the original story by William and Tania Rose.

Associate producer Seth Holt and director Michael Truman have injected crisp, moving dialogue and action chock full of spontaneous, American-type humor. Dull moments are non-existant.

Hawkins is cast perfectly with Margaret Johnson, portraying his wife, and June Thorburn and John Fraser as the teen-age couple who fall in love. Then, there is the quiet hero, a black cat named Heathcliff, who gets into all sorts of trouble, every bit of which is aimed to keep the patrons happy. And, it succeeds.

Story-wise, Hawkins is a woebegone furniture designer who, employed by an antiquated London furniture house, finds that his talents are not appreciated. In a moment of despair following a rousing board meeting he tenders his resignation, planning to move elsewhere where he will not be hindered in designing up-to-date furniture. Recalling the success of a friend (also a designer) who left London for a more promising career in Australia, Hawkins plans to follow in his footsteps. Spontaneous humor then flows freely as complications set in.

However, Heathcliff, who had been the subject of a family quarrel regarding whether or not he stays behind, then disappears and a wide-spread search follows. Only moments before their departure, Hawkins receives a new and more promising offer from his old furniture firm which, after due deliberation and humorous events, he accepts—removing all possibilities of the Australian venture.

Running time, 85 minutes. General classification. For March release.

J. E.

Renamed K.C. Censor

KANSAS CITY, March 28. — Mrs. Edna Bernice Stewart of Kansas City, Kan., has been reappointed by Gov. Fred Hall as a member of the Kansas Board of Reviews, which censors pictures to be shown in the state. Her new term will expire March 1, 1959.

Kramer Buys 'Wind'

Stanley Kramer has purchased screen rights to the Broadway hit, "Inherit the Wind," and has planned it for production in 1957, following his current film, "The Pride and the Passion." Kramer will produce and direct "Inherit the Wind" for United Artists.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

WESTREX Corporation, New York, has announced details of the second of its 1956 lines of theatre sound systems—the Westrex Standard. (Announcement of the first of the company's three new lines of sound equipment was made in this column on February 21st.) The Westrex Standard line is designed to meet the needs of medium-size theatres. It includes equipment for both multi- and single-channel systems and both magnetic and optical reproduction. It is pointed out that the single channel systems utilize the new major components of Westrex Standard multi-channel sound systems and are designed to give the "best sound reproduction for theatres not yet ready to convert to stereophonic sound."

These systems can readily be expanded into multi-channel systems, it tems, it is stated.

•

Rapid-start, 40-watt fluorescent lamps are made to flash on and off like incandescent light bulbs in a new development of the General Electric Company. The culmination of two years' effort, the flashing of fluorescent tubes has been made practical by the design of a new circuit, the company states. In addition they have a new, deep-blue 40-watt fluorescent lamp. Other colors available for signs include green, pink, blue, gold, red and the standard de luxe whites.

•

Donald B. Hall has been appointed European representative for Mission of California, Los Angeles soft drink manufacturers. The announcement of his appointment was made by George A. Rodriguez, vice-president of overseas operations for the corporation, who said it was a part of the new management's aggressive sales expansion program recently begun.

•

The C. T. C. Manufacturing Corporation, North Hollywood, Calif., has announced marketing of the "Whirlpool"—a new non-carbonated, counter-type beverage dispenser. The machine features a new animation principle to rotate the drink for display. It is made in two sizes—a "senior" model with 9 to 12 gallons capacity and a "junior" model with 6 to 8 gallons. It is 27 inches high and has an illuminated, translucent dome in selective colors over a Plexiglas bowl.

Winner of the ACADEMY AWARD

Best one-reel short subject of the year!

SURVIVAL CITY

COLOR by DE LUXE
CINEMASCOPE®

Produced by **EDMUND REEK**

Directed by **ANTHONY MUTO**

Play it again! An important extra attraction for your theatre today!

Announcing our candidate for next year's Awards!

A VERY SPECIAL TWO-REEL SUBJECT

Land of the Bible

COLOR by DE LUXE
CINEMASCOPE®

Produced by **EDMUND REEK**

Directed by **JACK MUTH**

Play it now while the Holy Land is today's hot spot of the world!

10 GREAT NEW BUSINESS-GETTING SHORTS FROM 20th!

COLOR by DE LUXE
CINEMASCOPE®

LADY OF THE GOLDEN DOOR

(Filmed in co-operation with American Museum of Immigration)

The story of the Statue of Liberty, symbol of our land of opportunity!

CLEAR THE BRIDGE

See the daring underwater maneuvers of the submarine fleet!

DESERT FANTASY

A fascinating trip to the mystic land of the Arabian nights!

THAT OTHERS MAY LIVE

Watch the daredevil drama of air-sea rescue!

ADVENTURE IN CAPRI

Colorful, romantic journey to the timeless Mediterranean isle!

COWBOYS OF THE MAREMMA

Thrill to the adventures of a new kind of cowboy!

A THOROUGHBRED IS BORN

Heartwarming story of a colt's life, from birth to victory!

PIGSKIN PEEWEES

Watch the sandlotters of today become the stars of tomorrow!

HONEYMOON PARADISE

Breathtaking tour of Niagara Falls!

HUNTERS OF THE SEA

The timely sport of skin-divers and spear-shooters!

The Perfect CinemaScope Program Is Complete With CinemaScope Shorts!

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

OL. 79. NO. 62 NEW YORK, U. S. A., FRIDAY, MARCH 30, 1956 TEN CENTS

2.28 Per Share

ox's '55 Net s Reported t $6,025,039

egative Amortization able Has Been Revised

Twentieth Century-Fox and wholly-wned subsidiaries yesterday reported nsolidated earnings of $6,025,039 r the year (53 weeks) ended last ec. 31. This amounted to $2.28 er share on the 2,644,486 shares of mmon stock outstanding as comared with earnings for the year (52 eeks) of 1954 of $8,044,524 or 3.04 per share on the same number f shares.

The earnings for the fourth quarr (14 weeks) ended Dec. 31, mounted to $1,578,188, equal to 60 ents per share, as compared with 2,312,461 for the fourth (13 weeks)

(*Continued on page 4*)

Brandt Asks SSBC For Referendum On Trade Practices

The Senate Small Business subommittee on Retailing, Distribution nd Fair Trade Practices can render great service to the motion picture ndustry by conducting a national xhibitor referendum on trade practices, Harry Brandt, president of Independent Theatre Owners Association of New York, declared in a letter o committee chairman Sen. Hubert H. Humphrey.

Brandt's letter asks the SSBC to

(*Continued on page 4*)

Doerschel Is Named Fox Germany Mgr.

The appointment of Gotthard Doerschel as managing director of 20th Century-Fox in Germany, succeeding the late Robert A. Kreier, was announced yesterday by Murray Silverstone, president of the international corporation.

Doerschel joined the company in 1950 in Germany and was appointed general sales manager the following year.

Through Its Regional Units

Allied Polling Members on Trade Practices; Answers to Government

From THE DAILY Bureau

WASHINGTON, March 29.—The regional units of Allied States Association have been conducting a poll to find out whether or not their members want arbitration of film rentals and production by divorced circuits, according to Abram F. Myers, chairman of the board and general counsel.

Myers revealed that the poll was launched in February at the specific request of the Allied board, and that the regional units are supposed to send the poll results on to the Department of Justice and the Senate Small Business sub-committee when they are in.

However, in late January, Sidney Stern, president of Allied Theatre Owners of New Jersey, announced

(*Continued on page 4*)

Set More Meets on SSBC at MPA Here; Testimony Studied

Further meetings of the legal committee of the Motion Picture Association of America on formulating plans for the projected Senate Small Business Subcommittee hearings are being planned, it was learned here yesterday.

The legal committee held a preliminary meeting on Wednesday, when members were given a complete and full transcript of last week's SSBC session, devoted to exhibitor testimony.

Meanwhile, it was learned that the annual meeting of the MPAA is expected to take place shortly after the arrival here of MPAA president Eric Johnston, now on a world tour. Johnston is due back April 8. The annual meeting, besides passing on

(*Continued on page 4*)

'Alexander' Is Great At Capitol Opening

Opening day of the United Artists release, "Alexander the Great," at the Capitol Theatre here yesterday, brought the biggest New York gross in the company's history, according to U.A.

U.A. and theatre officials reported

(*Continued on page 4*)

REVIEW:

The Man in the Gray Flannel Suit

20th Century-Fox—CinemaScope

As THOROUGHLY PRE-SOLD as is "The Man in the Gray Flannel Suit," it is hardly news to report that the Darryl F. Zanuck production ranks among the top-drawer box office attractions of this or any season. With Gregory Peck, Jennifer Jones and Fredric March in the starring roles giving outstanding performances, and supported by such stellar players as Marisa Pavan, Lee J. Cobb, Ann Harding and Keenan Wynn, this outstanding attraction is certain to account for top business wherever it plays.

Produced with the characteristic Zanuck pride and care, and photographed in CinemaScope and color by De Luxe, everything about "The Man in the Gray Flannel Suit" has the stamp of quality upon it. Under the knowing direction of Nunnally Johnson, who also wrote the screen play from the long-time, best-selling Sloan Wilson novel, the excellent acting is artfully framed and the gripping story told in detail, which permits it to follow the original closely in all respects.

Audiences, both male and female, are sure to be entranced, although,

(*Continued on page 5*)

Discuss Policy

Mull Reissue Values in WB Film Library

Still Talk Pooling Deal Between PRM and C&C

By MURRAY HOROWITZ

Plans to realize the maximum potential from theatrical reissue rights in the Warner Brothers film library now are being formulated, according to Kenneth Hyman, vice-president of Associated Artists, the distribution organization which will handle the films bought by PRM, Inc.

Hyman, at the same time, reported that talks between PRM and Matty Fox's C & C Super, which bought RKO Radio Pictures Film library, "definitely" still are proceeding. The talks concern the possible pooling of the two film libraries under one roof, in one organization.

However, he would not go beyond

(*Continued on page 4*)

Multi-Million-Dollar Suits Against N.T. Dismissed in Bklyn.

Federal District Judge Clarence Galston in Brooklyn yesterday dismissed two multi-million-dollar antitrust cases against National Theatres Corp. The actions were brought by two corporations, which alleged that they were the former operators of the Los Angeles and Tower Theatres in

(*Continued on page 4*)

Philips to Handle Todd-AO Abroad

The Philips Co., of Eindhoven, the Netherlands, will distribute Todd-AO equipment abroad, it was reported here yesterday.

The large Dutch electronic firm, which also makes motion picture equipment, has exclusive rights to distribute Todd-AO equipment in all areas outside the U. S. and Canada under an arrangement with the Todd-AO company here. Plans now are under way to distribute "Oklahoma!" in the foreign field.

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, sails from Naples today for New York.

•

DANIEL T. O'SHEA, president of RKO Radio Pictures, and CHARLES L. GLETT, executive vice-president, have returned to New York from Florida.

•

HARRY C. ARTHUR, JR., chairman of the board of the Southern California Theatre Owners Association, will arrive in New York on Monday from Los Angeles.

•

JAMES R. VELDE, United Artists general sales manager, will leave here over the weekend for Los Angeles, San Francisco and Denver.

•

RALPH BRANTON, vice-president of Allied Artists and president of Interstate Television Corp., returned to Hollywood from New York yesterday.

•

P. T. DANA, Universal Pictures Eastern sales manager, left here yesterday for Philadelphia and Pittsburgh.

•

GEORGE BREAKSTON, producer, will leave here tomorrow via B.O.A.C. for Nairobi, British East Africa.

•

HOWARD KEEL will leave here today for London via B.O.A.C.

N. J. Allied Discusses Promotion Ideas

Promotional ideas for boosting theatre business was the main topic of discussion at a meeting of the membership of Allied Theatre Owners of New Jersey here yesterday, according to Dick Turtletaub, an officer of the regional unit of Allied States Association.

Turtletaub, who chaired the meeting in the absence of president Sydney Stern, who was home ill, reported that ideas pertaining to the promotional aspect of New Jersey exhibition was kicked about, "but nothing was formulized."

Hammerstein Elected

Oscar Hammerstein II was elected president of the Dramatists Guild on Wednesday at its annual meeting held in New York. Hammerstein succeeds Moss Hart. Others named to office were Howard Lindsay, vice-president, and Augustus Goetz, secretary. In addition, 28 members were elected to the Council and another 12 to serve as representatives of the Guild on the League Council.

Dr. Goldsmith Tells NTFC

Time Ripe for Development Of Color TV Techniques

By JACK EDEN

Television Today..

Citing the advent of color production on television and the strengthening of the process on a consumer level, Dr. Alfred N. Goldsmith, RCA consultant, told a panel discussion group of the National Television Film Council yesterday that the time is ripe for full-time development of color TV techniques, the basic film material and TV transmission.

The commercial significance and importance of color TV and the timeliness of its debut into American homes were factors cited by Dr. Goldsmith as he addressed some 60 members and guests of the NTFC during the color television panel forum.

"By an exchange of problems and sharing viewpoints on this matter will we achieve success in this venture," he declared. "This is particularly feasible at this time when you consider the fact that there are some 300,000 color TV receivers in American homes, drawing an actual viewing public of over one million. This figure should triple by 1957 and by 1960 the sale of color TV sets should equal those of standard black-and-white. Furthermore, by 1965 color TV receivers should be standard sets, with black-and-white reserved for only those with color blindness.

Sees Public 'Color Conscious'

"Beyond this," Goldsmith continued, "the public and, more important, the TV networks are color conscious Here in New York, one station is devoting some 40 hours a month to color programming and they have said this figure will double by this fall. In addition, WNBQ-TV, a Chicago TV station, has announced it will go on a 100 per cent or full-time color programming schedule next month, removing *in toto* its present black-and-white transmission process."

Confining his remarks to public reception of the new color medium, the speaker, and chairman of the board of NTFC, declared "color TV is commercially significant. The general public, loosely speaking, takes color for granted—especially, when they attend the theatre and view color on the screen. They realize color can do great things for film; it can produce moods. It can do the same on their TV screens, too."

Three Forums Follow

After his introductory address, members attended three panel forums, each of which was designed to expand Dr. Goldsmith's initial remarks on a technical basis. Discussions were held on "TV Colorfilm Raw Materials," "TV Colorfilm Production" and "TV Colorfilm Transmission."

Particular emphasis on the need for a cost reduction program in color production and a thorough study of the reaction of colors under varying conditions of exposure for TV transmission was asked by Robert Jenness, director and production planning associate for Sarra, Inc., during his discussion on TV Colorfilm Production.

Enlarging on his cost reduction belief, Jenness declared that the use of gimmicks in the filming of color programs for TV has skyrocketed production costs.

'Must Be Weeded Out'

"Seventy-five per cent of the films rest in this category," he added, "and the bulk of the cost results when gimmicks and inconsequential actions are incorporated into the filming. The original fault rests in the screenplay and these gimmicks must be weeded out if the new medium is to tell the story it has set out to describe."

"Secondly, there is a lack of preknowledge on the reactions of a color under varying conditions of exposure. Simply, not all colors reproduce faithfully and truly under different exposures and, in attempting to obtain the truest color definition possible, the production firms waste color film until they find the best color reproduction.

Asks Study by Studios

Jenness asked that studios join to study the color reactions by making film sequences of the different colors under different lighting conditions, thus enabling them to classify the results. For example, he said, true red photographed correctly will reproduce correctly, but that the red may tend to be orange or pale if it is over or under-exposed. He contended that film is wasted in trying to obtain a true reproduction of such colors under abnormal exposures and that an analysis of all these factors by the involved companies will result in both a saving of time and money. He urged that a compilation of the experiments be published in booklet form for distribution to the participating firms.

The suggestion met with the approval of the membership, which supported the study but failed to take action. The study is expected to come up for further discussion at a future NTFC meeting.

. . . NEWS ROUNDUP

"Marty" 2nd Run in 1st Run

For the first time in Akron, O., history, a downtown first run house is playing a film that played first run in nearby Cuyahoga Falls. The first-run Palace Theatre passed up "Marty," which subsequently played a highly successful two-week engagement at the State Theatre at Cuyahoga Falls. Now, the Palace has "Marty" booked, to start Apr. 5.

■

Record Run For "Guys"

"Guys and Dolls" has started its fourth month at Loew's Ohio Theatre in Cleveland. This is the longest run of any picture at any of the three downtown Loew houses since January, 1952, when "Quo Vadis" chalked up a run of 18 weeks. The nearest competitor to "Guys and Dolls" within the past four years is "The Robe," which played 11 weeks at the Hippodrome in 1953.

■

Dance to Mark Union Event

Cleveland Local 160, Motion Picture Operators Union, has scheduled a midnight dinner dance in the Hollenden Hotel on April 7 to celebrate the retirement of all indebtedness on its headquarters building.

■

Alberta Banned Eight

The film censor board of Alberta banned eight feature films last year out of 5,000 reviewed, including, "Blackboard Jungle," "Shadows Over the World," "I am a Camera," "Street Corner," "She Wolf," "Blue Angel," "Children of Love," and a 16-mm film, "Slasher."

■

May Build Conn. Drive-In

The rezoning of some 39 acres of land at Berlin, Conn., has cleared the way for George LeWitt, veteran New Britain, Conn., theatre operator, to apply for a permit to construct a drive-in theatre on the site.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA
in
"SERENADE"
Co-Starring JOAN FONTAINE
A Warner Bros. Picture
and The Music Hall's Great Easter Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York. N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

"On Threshold of Space" in N.Y. Globe Debut

WENTIETH CENTURY-FOX'S "On the Threshold of Space" in CinemaScope had a unique noon-time ening yesterday at Brandt's Globe Theatre in New rk, highlighted by colorful ceremonies in which lebrities and top military officials participated. The mantic drama of jet-age space research, starring Guy adison, Virginia Leith, John Hodiak and Dean Jagger, as ushered in with fanfare usually accorded an eve-ng premiere. A 60-piece Air Force band from Mitchel eld was on hand serenading Times Square opening y crowds. Glamour was added to the festivities with e appearance of Shirley Jones, star of the Cinemacope 55 production "Carousel," who accepted an Air orce award for the film company, citing the produc-on which has received official commendation. Still hotographers from the metropolitan newspapers, ovietone newsreel cameramen, and the Armed Forces adio Service covered the auspicious opening.

In the photo at right, left to right, are: Charles infeld, vice-president of 20th Century-Fox; Shirley ones; and Lt. Colonel Hugh M. Day, director of the ew York office of Information Service, Office of the ecretary of the Air Force.

ARMED FORC
RADIO SERVICE
NEW YORK SHORT WAVE

International coverage is gained as Shirley Jones chats with the Armed Forces Radio Service personnel for rebroadcasting in Europe and the Far East.

U.S. AIR FORCE

Pictured in front of eye-catching Air Force display in the lobby of the Globe are, left to right, Colonel Day, Lt. Richard Spaulding, U. S. Air Force Information Service, and Harry Goldstein, Brandt Theatres executive.

Colonel Day whispers something in Miss Jones' ear preparatory to presenting her with an Air Force Citation of Merit for "On the Threshold of Space."

Children and adults line-up at the Globe boxoffice to purchase tickets from "Carousel" star Shirley Jones, who participated in opening day ceremonies.

(Advt.)

UK Plans Increased Use of Film Clips For TV Stations

By PETER BURNUP

LONDON, March 27 (By Air Mail).—Plans for increased use of extracts from current films have been set in motion by both the TV and motion picture industries here following approval by the Four Trade Assns. of the use of extracts by the TV networks.

'Movie Magazine' by BBC

Both the British Broadcasting Corp. and Associated British have disclosed plans for the production of feature programs for TV use. "Movie Magazine," similar to a current release feature a few years ago, will be produced by the BBC and will be composed of five-minute excerpts from films on pre-release in London's West End. The program will go out on the firm's nationwide system each Tuesday, starting on April 10.

Meanwhile, Associated British, one of the program contractors to the Independent Television Authority's Birmingham station, has disclosed plans for the production of "Film Fanfare," which will be restricted to films only on general release. The program will be viewed in Birmingham and to a commercial station outlet in London.

Approval for the new arrangement came from the film-hungry TV networks as well as film distributors and theatre owners, who see it as a means of advertising their film product in a new medium.

Situation Closely Watched

The Four Trade Assns. agreement does not formally prevent individual distributors or producers from promoting "specialist" TV programs advertising their own films, but the trades committee has warned that the new enterprise will be closely observed. Exhibitors have warned the situation might "get out of hand" unless liaison with television networks remains tightly controlled by the trade's joint committee.

Fox 1955 Net

(*Continued from page* 1)

quarter of 1954, equal to 87 cents per share. The earnings for the third quarter of 1955 were $1,656,051, or 62 cents per share.

Upon the recommendation of the independent accountants, Touche, Niven, Bailey & Smart, the negative cost amortization table has been revised beginning with pictures released in the fourth quarter of 1955. The revised table does not change the total amortization period of 65 weeks but does adjust the table within this period to more properly reflect amortization expense in view of the slower play-off of CinemaScope pictures and the larger proportion of film rentals arising in foreign markets, the company said.

Well No. 8 at the studio has been completed and has proved to be one of the best wells to date, it was said.

Deed to a Moon Acre Received With Thanks

A general quitclaim deed to one acre of land on the moon was received yesterday by trade press editors and others from Ernie (Moonbeam) Emerling, advertising and publicity director of Loew's Theatres. Legitimate in its appearance and verbiage, the deed is not to be connected in any way with an M-G-M picture titled "Forbidden Planet,"—at least, not much. In fact, Moonbeam Emerling, in an accompanying letter, refrained from mentioning the title, except twice.

Brandt Asks

(*Continued from page* 1)

conduct a poll of the nation's exhibitors in order to determine their views on arbitration in general, the arbitration of film rentals, and the production of films by divorced circuits.

Sees 'Great Service'

"We are convinced that the answer to these questions could more easily be obtained by means of a national referendum conducted by your committee. In conducting such a poll, your committee can render a great service to this industry and the Independent Theatre Owners Association heartily endorses such a move," the ITOA head said.

Continuing, Brandt said that "I am certain that the findings of a poll conducted by your committee would reflect the feelings of theatre owners generally, including that great mass of theatre owners who are not represented by any exhibitor organizations."

SSBC Meetings

(*Continued from page* 1)

the budget and electing officers for the ensuing year, also is expected to take up the replacement of Al Lichtman, now retired, on the governing triumvirate of the Council of Motion Picture Organizations.

Regarding the Washington hearings, the SSBC is due to set a date sometime after Congress reconvenes from its Easter recess to hear production-distribution representatives. It is considered likely that Adolph Schimel, chairman of MPAA's legal committee, will be one of the leading spokesmen for the film companies at the hearings.

Col.'s 'Safari' World Premiere in London

LONDON, March 29.—"Safari," Warwick Productions' African adventure film for Columbia, will have its world premiere performance here on April 4 at the Empire Theatre.

The Empire will play "Safari" on an exclusive, extended-engagement basis. Other London playdates will not follow until May. "Safari" is scheduled for American release in June.

Allied Polling

(*Continued from page* 1)

that his unit had launched a survey among its membership to gather data on all phases of theatre operations, construction and pertinent problems currently affecting theatres. Stern then indicated that a compilation of the survey, a questionnaire with about 300 questions, would be sent to Allied for possible introduction into the testimony which Allied would render when the national exhibition group's representatives appear before the SSBC.

Approval Reported

It was also reported in late January, following the formation of an alliance between Theatre Owners of America and Allied, that the board of directors of both exhibitor organizations had agreed upon a joint platform regarding the arbitration of film rentals and production and distribution by divorced circuits. It was then stated that approval of this joint platform was received from board members in a telephone poll.

The results and compilation of the ATONJ survey, or a poll of any other Allied regional unit, has not been revealed thus far. Also, neither the Department of Justice nor the SSBC has disclosed whether or not they have received any survey compilations from exhibitor groups, but the Justice Department has been notified by four TOA regional units that they approve of the joint TOA-Allied agreement of an all-inclusive system of arbitration and production by divorced circuits.

Suits Against N.T.

(*Continued from page* 1)

Los Angeles. The complaint of Bertha Building Corp. for the Tower Theatre alleged trebled damages of $13,200,000. The complaint of Gumbiner Theatrical Enterprises, Inc. for the Los Angeles Theatre alleged unspecified damages amounting to "many millions of dollars," based on alleged lost profits before trebling of $11,000 per week over a 50-year lease period. Both corporations were wholly owned by H. L. Gumbiner, a pioneer exhibitor in Los Angeles, who died in 1952. National Theatres Corp. was the only defendant.

Represented by N. Y. Firm

Plaintiffs were represented by Nick Spanos of Los Angeles and Boris Kostelanitz of the New York firm of Corcoran, Kostelanitz and Gladstone. National was represented by Frederick W. R. Pride and Charles F. Young, of Dwight, Royall, Harris, Koegel & Caskey of New York.

'Alexander'

(*Continued from page* 1)

that at 5 P.M. yesterday, "Alexander the Great" had grossed $5,900 and that the opening day's take was heading for $14,500, or 20 per cent ahead of the opening day gross for "Not As a Stranger," and another United Artists release.

Allied Board Meet To Be Held in May

From THE DAILY Bureau

WASHINGTON, March 29. — T spring board of directors meeting Allied States Association will be he sometime in early May, according Abram F. Myers, Allied board chai man and general counsel. Myers sa that no date or place for the meetin had been set as yet.

WB Library

(*Continued from page* 1)

saying that the negotiations are in th stage of "conversations," adding h would make a further announcemen when the deal is closed.

On the issue of theatrical reissu rights and TV sales plans, Hyma said that within a week or 10 day Associated Artists should be ready t make its policies known. He spelle out some of the difficulties of Associated Artists and PRM executives i formulating policies for various medi since the $21,000,000 purchase, con summated March 2, by Eliot Hyman Associated Artists president, who i representing PRM in the negotiation

Decisions, he stressed, must cor rectly evaluate the possible theatrica reissue rights as against their TV po tential, as well as the story value i a possible remake. Some stories i the WB film library would make ex cellent live TV fare, he added. PRM in its purchase, acquired the world wide reissue rights to the WB films reportedly up to 1948, as well as th story rights.

'No Hasty Decisions'

Hyman said there will be no hasty decisions made, adding that his organization is proceeding "slowly and intelligently," attempting to study the various problems through before announcing a decision.

It is understood that Associated Artists will break down its WB film library into various sized packages for TV distribution, as contrasted to C & C Super, which has sought to sell the RKO Radio Pictures library to TV stations in one package. To date, C & C Super has not officially announced the consummation of a sale, although C & C spokesmen say unofficially a number of deals have been made, but they have not been reduced to paper.

Lanza in Another Musical for WB

HOLLYWOOD, March 29. — The signing of Mario Lanza to star in another musical film for Warner Bros. Studios was announced today by Jack L. Warner, executive producer.

Anthony Mann will direct and Henry Blanke will produce, re-uniting the star-producer-director team responsible for "Serenade" now being shown at New York's Radio City Music Hall. A big $157,000 was reported at the Music Hall for the initial week's showing of the Lanza musical.

False Advertising By Theatres Arouses French Government

By HENRY KAHN

PARIS, March 27. (By Air Mail).—Fraudulent advertising on the part of several theatres which have shown Columbia's "Lost Continent" featuring CinemaScope and stereophonic sound has led Maurice Lemaire, Minister of Commerce and Industry, to consider the suppression of the Centre National du Cinema.

Public discontent followed the showing of the Columbia documentary without stereophonic sound and CinemaScope as previously advertised. Protests came when some theatres showed the film only on a wide screen and without stereophonic sound. In a subsequent inquiry the cinemas claimed that their screens were CinemaScope and not wide creens, suggesting that theatre patrons were not able to differentiate between the two processes. Few theatres had installed systems to acommodate stereophonic sound.

Lemaire, who is responsible for the French cinema, told exhibitor organiations that he intends to take drastic teps to meet some of their demands, one being the suppression of the Centre National du Cinema. He dded that the government is fully ware of the importance of the theare, both to the economy of the nation and to its prestige.

Singled out in his attack were theatres which fraudulently advertised stereophonic sound without having the equipment to reproduce the techique to the satisfaction of theatre atrons.

Set Plans for Seven Cinerama Openings

Negotiations for the opening of seven additional Cinerama theatres throughout the U. S. and Canada in line with the company's expansion rogram were disclosed yesterday by tanley Warner-Cinerama, which anounced premieres within 60 days at tlanta and Oklahoma City.

Accordingly, conferences are in the planning stages for the opening of a Cinerama theatre at Kansas City, Omaha, Salt Lake City, Cleveland, Denver, Miami Beach and Toronto. Cinerama will open at the Roxy Theatre in Atlanta on Monday, while Okhoma City's Warner Theatre premiere is set for May 21.

Manager Had Ticklish Marquee Problem

Special to THE DAILY

ORTLAND, Ore., March 29.—Dick Newton, manager of the Paramount Theatre here, hesitated before spotting the following billing on his maruee, and then decided to let the ublic be the judge: "Anything Goes" With "Three Bad Girls."

The Man in the Gray Flannel Suit

(CONTINUED FROM PAGE 1)

it is true, so varied is the material, that there will be those who may prefer some of the parts to the whole. Its length—just over two and one-half hours—inevitably gives rise to peaks and valleys of interest, and its dramatic range, as well as its wholly adult theme, will appeal in varying degrees to different audience segments. For instance, the gripping, violent realism of hand-to-hand encounters in the paratroopers' battle scenes, may repel some women patrons, but the same ones will be delighted with the many incidents of family life in the modest suburban household of Miss Jones and Peck, or with the romantic interludes of either the married couple or Peck's wartime involvement with Miss Pavan in Rome.

All in all, it abounds in audience appeal of every known variety, showmanly presented, and most certainly with an exceptionally high want-to-see among the public.

Peck gives one of his best performances as the ex-paratrooper, married to Miss Jones and father of her three children, 10 years after the war. He is at a crucial stage of his business career, in search of a new job, more pay and security for his family. He finds the latter as an assistant to March, head of a broadcasting network. Almost simultaneously, a chance encounter with a former service buddy reopens a romantic incident in which Peck figured with Miss Pavan in Rome, and depicted in flashbacks. Keenan Wynn, as the service man, married to an Italian girl, has learned that Miss Pavan bore Peck's son after his transfer to the South Pacific; that she had married a countryman but was widowed and in need. She requests Peck's help with the boy's support.

IN A TUMULTUOUS emotional sequence, Peck confesses the wartime romance to his wife, informing her of his decision to help provide for his impoverished son in Italy. Ultimately Miss Jones achieves understanding of the special wartime circumstances which made the illicit romance possible, and forgives her husband. Through a parallel honesty which she has inspired, Peck attains an understanding with March as to his future role as an employee of the latter, a role in which Peck has an opportunity to make a comfortable living without having to sacrifice the companionship of his family, as March, to his later regret, had done.

Peck, Miss Jones, March and Miss Pavan give very effective performances, creating for their characters not only easy credibility and conviction but sympathetic understanding as well. Lee Cobb gives an impressive portrayal of the small town jurist so distrustful of blind justice that he makes a point of looking into the character and private affairs of townspeople brought to bar. In this way he resolves not only a disputed will for Peck but also the matter of providing for the latter's son in Italy. Ann Harding, as March's neglected wife, and Gigi Perreau as his equally neglected daughter, give dimension in fine performances to the tycoon-character. Sandra Descher, Portland Mason and Mickey Maga are good as the children of Peck and Miss Jones. Arthur O'Connell and Henry Daniell earn smiles as yes-men in March's executive retinue.

Others who register are Connie Gilchrist as an explosive maid in the Peck household, Joseph Sweeney, as a scheming butler who forges a will in an attempt to swindle Peck out of an aunt's estate, and Gene Lockhart, as an acquaintance of Peck's.

With all of its solid entertainment properties, the box office experience of "The Man in the Gray Flannel Suit" may well be a record-setting one for most situations. The way certainly is being made immeasurably easier for showmen by the almost limitless exploitation campaign which the distributor designed for this exceptional production. Running time, 152 minutes. Adult classification. Release, for March.

SHERWIN KANE

Gehring to Speak

W. C. Gehring, 20th Century-Fox vice-president, will address the Independent Allied Theatre Owners Association of Arkansas convention convening in Hot Springs on Monday. His address is scheduled for the first day of the meeting.

Disney Renews TV Pacts

"Disneyland" and "Mickey Mouse Club" advertisers with billings exceeding $19,000,000 have renewed their contracts with ABC for the 1956-57 season, Robert E. Kintner, president of the American Broadcasting Co., announced.

PEOPLE

Gordon Bugie has been transferred from the Paramount office in Albany, to its Cleveland branch to succeed **Mike Gould** as salesman. He is the son of the late Harry Bugie, a former Eagle Lion Classics branch manager in Cincinnati.

⌑

Walter A. Ziegler has been named district manager of ASCAP's Minneapolis office. Ziegler formerly served as ASCAP field representative in Rochester and has been a Society employe since 1944.

⌑

William S. Hoffman, formerly a staff member at the Hollywood office of ASCAP, has been appointed district manager of the Portland, Ore. office.

⌑

Joseph De Carlo has been named manager of **Louis Richmond's** Kenmore Theatre in Boston, replacing **Al Donovan** who resigned. **De Carlo** worked for Richmond in two of his smaller theatres and was also assistant to **James Tibbetts** at Loew's Orpheum, Boston.

⌑

Carl Medlock has retired as manager of the Rialto Theatre at Boaz, Ala., after 32 years of service. Now owned by the Martin Theatre Circuit, the theatre was at one time owned by **Col. T. E. Orr** and **C. W. Woodall.** Medlock joined the theatre in 1924 as manager.

'Moby Dick' Debuts Set for New Bedford

The world premiere of John Huston's production of Herman Melville's "Moby Dick" was announced yesterday by Warner Bros. for June 27, to take place simultaneously at three theatres, the State, the Empire and the New Bedford in New Bedford, Mass.

New Bedford is the home port of the "Pequod," the whaling vessel which, under the command of Captain Ahab, played by Gregory Peck, sailed halfway around the world in chase of the white whale, Moby Dick.

This Atlanta Drive-in Has Sense of Humor

Special to THE DAILY

ATLANTA, March 29. — A drive-in theatre here has a sense of humor and gets attention to a picture at the same time. A large sign in front of the outdoor theatre has the following to say: "Beast With 1,000,000 Eyes. Must be the Internal Revenue Department."

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